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PLANT INDUSTRIES

# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture  
Chief Exponent Of The American Nursery Trade

Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.

Vol. XXIX

ROCHESTER, N. Y., FEBRUARY, 1919

No. 2



## FEBRUARY

They say we are going to have an early spring. We hope so. We like to see things moving. By the first of next month a lot of nursery stock should be changing hands--which brings us to the point we wish to convey, to-wit:

### THIS IS THE PLACE

TO TRY FIRST,--AND SAVE TIME

—FOR—

FRUIT TREES

SMALL FRUITS

NUT TREES

#### ORNAMENTAL STOCK:

Deciduous Trees

Evergreen Trees

Shrubs

Field-Grown Roses,

Hardy Perennial Plants

Greenhouse Plants and Bulbs

SEEDS

DEFINITE WANT LISTS PROMPTLY QUOTED



# A Complete Variety List

—OF—

ORNAMENTALS, FRUITS, EVERGREENS

ROSES

CLEMATIS and HERBACEOUS PLANTS

FOR

NURSERYMEN

ORCHARDISTS

DEALERS

GARDENERS

LANDSCAPE ARCHITECTS

Lowest Prices Consistent With Quality

Our office and nurseries are situated on the Rochester and Eastern R. R. only one and one-half hours from Rochester.

**W. & T. SMITH COMPANY**

THE GENEVA NURSERY

1000 Acres      GENEVA, N. Y.      73 Years

We are subscribers to the Nurserymen's Market Development Fund.

## The Willadean Nurseries

OFFER A VERY COMPLETE LIST OF  
Ornamental Trees, Shrubs, Evergreens, Vines and Herbaceous Plants

A LIMITED STOCK OF  
FOREST TREE SEEDLINGS

and would advise placing orders early for seedlings. Forest Tree Seeds in limited supply. Prices quoted on application. Trade list ready.

**THE DONALDSON CO.**

Sparta, Kentucky

## The Monroe Nursery

Established 1847

Offers a fine stock of

Apple      Cherry  
Peach      Berberis  
Spirea Van Houtte

Other Ornamental Shrubs. H. P. Roses, Etc.  
Will be pleased to quote on your list of wants

**I. E. ILGENFRITZ' SONS CO.**  
MONROE, MICH.

We are subscribers to the Nurserymen's Market Development Fund.

# FOR SPRING 1919

Our Large Surplus consists of the following:

Montmorency, Richmond and Dye House, 3-4 inch up

Apple, - - - - -	3 and 4 years
Bon Davis	Dr. Matthews
Benoni	Gano
Banana	McIntosh
Canada Red	Maiden Blush
Carson (red, earlier than Yell. Trans.)	Stark
Ragans Red (Black Ben Davis)	Wagoner

Plums, - - - - - 11-16 and 5-8 inch  
    Lombard, Bradshaw, Shropshire

Norway Maples, (20,000) - - - up to 2 inch  
These maples are straight and fine stock.

American Elm, (25,000) - - - up to 2 1-2 inch  
Spirea Van Houtte, 3 to 4, 4 to 5, and 5 to 6 ft., bushy

Also a general assortment of small fruits, shade and ornamental trees and plants

**C. M. HOBBS & SONS**

BRIDGEPORT,

IND.

## SATISFIED

WHENEVER a man is satisfied: when he feels he wants nothing more and nothing better; when tomorrow has no rosier hue than today and all the yesterdays, why he's plumb dead. He's ready for the wooden pajamas and pall-bearers and the "gates ajar" that "Say It With Flowers."

We don't want to disturb any satisfied folks; we seek the unsatisfied, the Nurserymen here and yonder who want something BETTER when they buy stock for filling their orders; those who think maybe they ought to be getting something more in QUALITY and in VALUE and in SERVICE than they have been getting.

We want to do more and more for our present Customers and to add to that list. We always try to stay a little bit dissatisfied ourselves; it makes us strive harder.

If YOU, Sir, aren't absolutely satisfied, write us about what you want or might want this spring. We have 200 acres of new land in clean, thrifty, young Nursery Stock in a complete assortment. It ought to interest you. Tell us what you want; do it today.

## Princeton Nurseries

PRINCETON, - - - New Jersey

January 31, 1919

## AMERICAN NURSERYMAN—February, 1919

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboreta are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$1.40 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$1.50 a year; to Canada or abroad for \$2.00 a year. Add ten cents unless bank draft, postal or express money order is used. Three years, \$3.50 in U. S.

RALPH T. OLCOPT  
Editor and Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammeled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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THE  
PREFERRED  
STOCK

THE  
PREFERRED  
STOCK

## THE CALL

is for better stock at reasonable prices. Our organization of thirty years' standing enables us to give you both, together with prompt service.

Bulletin No. 2 was mailed to the trade Jan. 18th. Did you get a copy? If not, write us.

It will pay you to read over carefully our bulletins, which will be mailed about every two or three weeks during the balance of the season.

Some lines are scarce now, others will be before Spring. J. & P. Preferred Stock can be had this season in good quantities as usual.

Write us about those scarce, hard to get articles. If we haven't got them, we know where they can be located.

## Jackson & Perkins Company, NEWARK, NEW YORK

We are subscribers to the Nurserymen's  
Market Development Fund

THE  
PREFERRED  
STOCK

THE  
PREFERRED  
STOCK

## ORNAMENTAL TREES

**Acer Platanoides**—6 to 8 ft., 8 to 10 ft., 1 1-2 inches, 1 3-4 inches.  
**Acer Rubrum**—6 to 8 ft., 8 to 10 ft., 1 1-2 ins.  
**Acer Saccharinum**—6 to 8 ft., 8 to 10 ft., 2 1-2 inches, 3 inches.  
**Aesculus Hippocastanum**—2 ins., 2 1-2 ins., 3 ins.  
**Betula Alba Laciniata**—6 to 8 ft., 8 to 10 ft., 1 1-2 ins.  
**Catalpa Bungei**—4 to 6 ft. stem.  
**Platanus Orientalis**—6 to 8 ft., 8 to 10 ft., 10 to 12 ft., 1 1-2 ins.  
**Quercus Rubra**—6 to 8 ft., 8 to 10 ft., 1 1-2 inches.  
**Ulmus Dolerosa**—8 to 10 ft.  
**Ulmus Americana**—1 1-2 ins., 1 3-4 ins., 2 ins., 2 1-2 ins.

### EVERGREENS

**Abies Douglasii**—3 to 4 ft.  
**Picea Alba**—3 to 4 ft.  
**Retinospora Plumosa**—18 to 24 inches, 2 to 2 1-2 ft.  
**Retinospora Plumosa Auren**—18 to 24 ins., 2 to 2 1-2 ft.  
**Thuya Hoveyi**—18 to 24 inches.

### SHRUBS

**Coronaria Alba Siberica**—2 to 3 ft., 3 to 4 ft., 4 to 5 ft.  
**Deutzia Pride of Rochester**—3 to 4 ft.  
**Hibiscus Syriacus (Althea)**—3 to 4 ft., 4 to 5 ft. bushy, 4 to 5 ft. tree shape.  
**Kerria Japonica**—2 to 3 ft.  
**Kerria Japonica Variegata**—15 to 18 inches.  
**Ligustrum Ciliatum**—2 to 3 ft.  
**Ligustrum Ovalifolium**—12 to 15 ins., 15 to 18 ins., 18 to 24 ins., 2 to 3 ft.  
**Philadelphus Coronarius**—3 to 4 ft., 4 to 5 ft.  
**Philadelphus Coronarius Auren**—15 to 18 inches.  
**Philadelphus Gordoniensis**—3 to 4 ft., 4 to 5 ft., 5 to 6 ft.  
**Philadelphus Grandiflora**—3 to 4 ft., 4 to 5 ft., 5 to 6 ft.  
**Rhus Copallina**—2 to 3 ft., 3 to 4 ft.  
**Sambucus Nigra Auren**—3 to 4 ft., 4 to 5 ft.  
**Spirea Oopillifolia Auren**—3 to 4 ft., 4 to 5 ft.  
**Spirea Thunbergii**—2 to 2 1-2 ft.  
**Spirea Tomentosa**—2 to 3 ft.  
**Symphorocarpus Racemosus**—2 to 3 ft.  
**Symphorocarpus Vulgaris**—2 to 3 ft.  
**Mahonia Aquifolium**—18 to 24 inches.

### ROSES—STRONG FIELD GROWN

Eugene Furst      Frau Karl Drueckli      Margaret Dickson  
Mrs. John Laing      Tom Wood      Ulrich Brunner Killarney  
Persian Yellow      Soliel d' Or      Tausendschön **Dorothy Perkins**  
**PERENNIALS—In Assortment**  
Aquilegia      Chrysanthemums      Shasta Daisy      Coreopsis  
Delphiniums      Dianthus      Eulalia Univitata      Gaillardia  
Hibiscus (Mallow Marvels)      Iris      Lychnis Phlox Sedum Etc.

### FRUIT TREES—FRUIT PLANTS

In Fair Supply

## W. B. COLE,

PAINESVILLE, OHIO

## Buying Nurserymen

WE SHALL be pleased at all times to quote you on your list of wants. Buy to cover now before our assortment is broken.

MANY ITEMS, for instance, St. Regis Raspberries, already are showing up minus.

Write for a copy of our **Spring Wholesale Trade List**—just off the press—if you do not have one. Many interesting offerings are listed therein.

Keep a copy close to your buying arm.

## Shenandoah Nurseries

D. S. LAKE, Pres.      A. F. LAKE, Vice-Pres.  
R. S. LAKE, Sec'y-Treas.

SHENANDOAH, - - - - IOWA

"Known Everywhere As a Nursery Center."

Chief Exponent of the American Nursery Trade

## THE AMERICAN NURSERYMAN

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,  
39 State St., ROCHESTER, N. Y.

Subscription Rates:—\$1.50 per yr.; 3 yrs. for \$3.50.  
Canada and abroad: 50 cents extra per year

ADVERTISING RATE, \$1.40 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1898—a quarter of a century—has boasted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the **AMERICAN NURSERYMAN** you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol. XXIX

ROCHESTER N. Y., FEBRUARY, 1919

No. 2

### Western Association of Nurserymen In Annual Session

The 27th Annual Meeting of the Western Association of Nurserymen was called to order by President W. C. Reed Wednesday morning, January 22, 1919 at 10:30.

M. E. Chandler was appointed Door-keeper and Registrar. The first order of business was the application for membership of the Kansas Evergreen Nursery, whose application for membership had previously been passed upon by the Executive Committee and approved. Upon ballot being taken the Kansas Evergreen Nursery was elected to membership in this Association. The application of the Naperville Nurseries was presented at this time and referred to the Executive Committee for action at the meeting next year.

Mr. George H. Johnston was appointed by the Chair to make arrangements for the annual dinner.

The Chair then appointed the following committees: Auditing, C. W. Carman, Harry Hobbs and George A. Marshall; Resolutions, E. H. Smith, E. D. Needham, M. R. Cashman; Obituary, E. S. Welch, H. D. Simpson, E. M. Sherman; Nominations, A. F. Lake, F. A. Weber and A. E. Willis. The report of the Secretary-Treasurer was next called for and read, and was referred to the Auditing committee.

Mr. Needham was called to the Chair and the President's address was then read and upon motion was unanimously voted to refer the address of the President to a committee. The Chair then appointed the following committee: E. H. Welch, E. H. Smith and A. E. Willis.

At this time a letter from J. R. Mayhew, President of the National Association, was read by Mr. Bernardin, and upon motion of Mr. Bernardin, a telegram was sent to Mr. Mayhew.

The Chair asked for reports from the following committeemen: E. D. Needham, F. H. Stannard, E. H. Smith, J. M. Carey, J. E. Carrothers, John Fraser, Harry Hobbs, M. R. Cashman, Frank Weber, E. A. Welch and E. P. Bernardin.

Mr. Wright of the Successful Farming and Mr. Von Oven were extended the courtesies of the floor and were invited in and introduced.

The afternoon session was called to order at 2:15. On motion the Association instructed the Secretary to change upon the records the name of Watrous Nursery Company to the Capitol City Nurseries and the name of the W. P. Stark Nurseries to Neosho Nurseries Company.

A. E. Willis next responded to the topic, "To What Extent Is It Desirable to Use Women in Nursery Work?"

Mr. E. D. Needham next reported on the topic, "Is Our Surplus List as Now Issued of any Value to Our Association?" and upon

motion the matter of the Surplus report was referred back to the committee for further action.

Next item of business was roll call and forty-nine firms answered "present."

The paper of H. E. Hall on "Present Prices of Nursery as Compared to Other Commodities," was read by E. P. Bernardin, Mr. Hall being absent.

Mr. Wright was next called upon to talk on the topic, "Fruit Clubs Among Boys and Girls."

Mr. E. H. Smith next read an excellent paper entitled "The Horticulturist's Part in Reconstruction." This paper was written or dictated by Mr. C. S. Harrison. On motion Mr. Smith was instructed to convey to Mr. Harrison the thanks of the Association for the splendid paper.

At this time Mr. Carman called attention to a new credit book, and upon motion of Mr. Stannard, Mr. Carman was instructed to see that the book was presented at the next day's session.

#### Thursday Morning, January 23d

Association called to order at 10:30 by the President. The Obituary Committee reported and on motion of Mr. Welch the report of the committee was adopted.

The Committee on President's address reported at this time and recommended that the provisions of the presidept's report be carried out, and that it be sent to the Trade papers.

At this time Mr. H. B. Chase took up the topic, "Should We Again Publish Our P. A. Y. and O'LIAR Reports?" It was the consensus of opinion of the Association that it would at this time be unwise to continue the publishing of these reports.

The Auditing Committee made their report at this time and upon motion the report of the Auditing Committee was accepted and the committee discharged. The Committee on Resolutions also reported at this time and the report of the committee was adopted and the committee discharged.

At this time a talk arose as to what action should be taken with regard to newspapers who offer nursery stock as premiums or which carry advertising matter of nursery stock at killing prices, and on motion of Mr. Bernardin the Association voted to reinstate the Vigilance Committee and with the motion was carried a provision to provide a budget to finance this committee for the ensuing year.

Mr. Welch next took up the matter of a fund for the market developments.

#### Thursday Afternoon

First order of business was the report of the committee on Nominations. The nomination committee reported as follows: For president, E. D. Needham; Vice-president, E. P. Bernardin; Secretary-Treasurer, George W. Holsinger; Executive Committee, H. D. Simpson, C. G. Marshall, C. C. Mayhew, E. E. May, J. H. Skinner.

On motion of Mr. Welch the report was referred back to the committee for further action.

Mr. Welch, the President was instructed to cast the ballot of the Association for the foregoing named officers and they were declared elected.

Mr. Welch now reported on condition and Supply of Cherries, Peach and Plum now Growing for Next Year's Supply.

Mr. Simpson, as Chairman of the Executive Committee next reported on the suit of Mr. Field in Oklahoma and upon motion it was referred to the Council of the National Association.

At this time the committee on Unsold Lists reported and the report of the committee was adopted. The committee recommended that all items listed in our unsold report which were not printed in the blanks sent out to members should be charged for at the rate of ten cents a line. The committee on the Unsold Lists was continued and instructed to carry out the provision of the report. It was also decided on motion that this report was to be issued January first, March first, and September first, and that two weeks after the reports are sent to the members of the Western Association it also be sent to the members of the National Association. On motion of Mr. Sherman the Secretary's salary was made one hundred and fifty dollars.

At this time P. C. Stark introduced a resolution relative to the non-warranty claim and on motion the Association went on record as recommending that this claim be printed on all letter heads and order blanks sent out by the members of this Association.

At this time Mr. H. B. Chase took up the matter of the Market Development Fund and the following subscriptions were received: Kansas City Nurseries \$25 a year; J. H. Skinner & Company \$50 a year; Capitol City Nurseries \$75 a year; Sonderegger Nurseries \$200 a year. This latter one subscribed with the understanding that there are nine or more other equal subscriptions and in lieu of his previous subscriptions.

At this time the newly elected president, Mr. Earl D. Needham, was called to the chair and introduced by the retiring president, Mr. W. C. Reed. Mr. Needham then appointed the following program committee: M. R. Cashman, George A. Marshall and Harry Hobbs.

Meeting adjourned.

The Western Association of Nurserymen assembled in the 29th Annual Convention at Kansas City, Mo., January 22-23, 1919.

Resolved that:

1. We express our appreciation to the retiring officers for their efficient administration, also to the other officers and the Executive Committee for the splendid work accomplished, also to the Program Committee for the interesting and instructive program provided.

2. That we endorse the Boys' and Girls' Fruit Club movement as outlined by M. F. J. Wright of Des Moines and pledge our hearty support to the movement.

3. That we commend the harmonious fel-

(Continued on page 31)

## THE NURSERY SITUATION REVIEWED

President W. C. Reed's Address Before the Western Association

Fellow Members Western Association of Nurserymen:

This is the 29th annual meeting of this Association. There have been many changes since this organization first started as a very exclusive Wholesale Growers Association with a very limited membership. Expansion and organization has been the slogan in all lines of business, and you, as nurserymen, have broadened your field of activities by first inviting a few members from east of the Mississippi River, and later by lowering the bars of restriction and inviting all active nurserymen to affiliate.

In this broader field your problems have become more complex, your activities have broadened and your membership now includes both the wholesaler, retailer and catalogue nurserymen brought together as one family. As such, each member should work for the common good of the fraternity. The retailer who works agents should be mindful of the interest of the wholesaler and when he may have a small surplus in some line not send out a printed list, offering below the market price. The wholesaler in return should be very careful where his trade lists go and send to none except those who are entitled to same, and above all things to not quote trade prices to the planter. The catalogue nurseryman should endeavor to be fair in his advertising, to ask a living price for what he offers and not issue cut-rate advertisements of cheap trees, which are usually small mailing size and very misleading to the planter and injurious to the trade of the nurserymen.

The past year has been fraught with the most wonderful changes and accomplishments known to mankind; our country has known the deepest sorrow and greatest happiness. We have seen the flower of our manhood sent over seas to fight the common enemy of civilization, witnessed their wonderful achievements and final victory.

Our armies have fought side by side with those of many nations, and have learned to love and appreciate other's good qualities. Many have had the chance to study the people of Europe in their homes, and study their methods, to observe their agriculture and witness the climax of successful forestry and note its benefits to the nation and the world, and to witness methods of conservation unknown in America.

We have learned much from Europe, and they have learned many lessons from America. The whole world has been drawn together as one large family and we realize as never before that we are our brother's keeper.

The results that will follow the homecoming of these millions of men, and the combining of the better methods of all nations, will certainly work a revolution in American agriculture. Are we, as nurserymen, alive to our opportunities and will we be prepared to meet the changed conditions? It is important that we keep our eyes open and be prepared to anticipate the wants of horticulture in the next decade.

**Production of Food** The past year has been the important question. The nurserymen have been loyal and have produced at least double the amount of grain formerly grown. This has been accomplished by clearing up many waste places, clearing the tree blocks more promptly, and more intensive methods by the use of more improved machinery.

**Labor Shortage**—The past year has been the most severe that nurserymen have ever

experienced and the wages the highest ever known. It has been predicted by some that nurserymen could not pay the increased wages and live, but when I look over the smiling faces of this assembly I would judge that none of you would need to ask for charity during the winter.

This war has been won by team work and thorough organization, backed by unlimited nerve to execute the plans formulated.

It was up to the nurseryman to cut out all unnecessary work, to plant in moderation, to work many nights and some Sundays, and with the ghosts of former brush piles and balances in red ink (representing losses the past few years on the wrong side of the ledger) haunting him, it reached the point where better organization and more "nerve" was the only salvation.

It was generally agreed that prices must be raised, and it was up to the wholesaler and retailer alike to simply set the price where it was hoped that same might show a profit, organize his forces more thoroughly, stay on the job all the time and trust to luck for the customers to give their orders to his agents, or to send them to the nurserymen, knowing there was no surplus in the country if only a moderate demand could be found.

**Packing Season** was approached with some misgivings, and orders began to arrive, and have continued to come ever since until, at the present time, many lines of nursery stock are sold closer than at any time for the past ten years, until it is no longer so much a question of price, as where can I find the stock, that confronts the retailer as well as the planter.

**Increased Prices** for nursery stock became a necessity owing to advance in cost of labor, seedlings and all other items entering into their production, when all items of cost have advanced from 100 to 400%, and the high price of labor for the next two years are added to the present plantings it will likely be found that the prices may be still higher when this spring's planting comes to the market. Much nursery stock was formerly grown at a loss. There is no excuse for such a condition. We should try to produce a better grade of stock and ask a price that will show a profit proportionate with the risk and a fair return on the capital invested and burn the surplus—the public is ready to pay the price so long as it is legitimate.

**Publicity**—The National Association has started a publicity campaign that should be supported by all members of this association. Much can be accomplished along this line if the efforts are properly directed, and we should all do our part to give same a fair trial. The public should be informed of present conditions.

**Prices of Fruit**—Never in the history of this Association have fruits of all kinds brought such high prices. Part of this has been caused by the advance in price of other foodstuffs; more largely, however, by the general prosperity of the country and shortage of supply. It is estimated by a leading horticultural writer that it takes ten to twelve million apple trees planted annually in this country to supply the wastage and mortality and keep our orchards up to the normal. We, as nurserymen, know that this amount has not been planted the past four years, and with the present shortage of seedlings cannot be during the next two years. With the enormous

losses to orchards by the winter of 1918 and the neglected farm orchards during the war, it means and it will take several years to catch up even with the heavy commercial planting, which has already started in a limited way.

**Increased Demand** for nursery stock is sure to come following reconstruction, there will be many public improvements commenced, such as public buildings, construction of market highways, and with lower prices on lumber, thousands of new homes which will call for large quantities of ornamental stock as well as family orchards.

**Model orchard** planting has been taken up by a number of states and is to be commended. With the return of immigration to America and the export of fruit abroad, demand for fruit trees should increase, which will stimulate commercial planting on a large scale.

**Shortage of Nursery Stock**—There is a pronounced shortage of leading commercial varieties at the present time caused partly by curtailed plantings on account of former low prices of nursery stock. Largely, however, from the fact that seedlings were not to be had either here or in France, and when they were, at prices from 200 to 400% higher, with insurance, ocean freight and packing cases at a proportionate advance. The supply of seedlings is likely to be short for several years to come.

**Eliminate the Unfit**—This situation can be remedied by the nurserymen to a great extent. Commercial varieties will be wanted and glancing over former surplus lists you will find they were composed largely of odd varieties of little commercial value. Eliminate those of doubtful value. Now is the time to get down to bed-rock—cut out worthless sorts, revise your propagating lists also selling lists and do not attempt to have a little of everything. Propagate heavily on leading commercial sorts and save ourselves thousands of dollars and make money for the fruit grower as well. From the above remarks do not think that that I would recommend the heavy planting of nursery stock.

**Plant Less and Produce More** would be the slogan I would leave with you. Do not try to make normal pre-war plants, but fertilize your land better, plant more carefully, cultivate more intensively, use more care in grafting and budding, have less skips and more perfect stands, more careful pruning and more thorough spraying, and there is no question but what we can increase our output of No. 1 trees by 25%, and these are the ones from which our profits are derived. It may cost more per acre to produce, but the product will be worth more.

**Production of Planting Stock** is an important subject at this time with the government ruling that after June 1st, 1919, no more nursery stock shall be imported, except seedlings or raw material, so it is up to the nurserymen to learn to produce the million of plants formerly imported. It can be done. We have the climate and suitable land somewhere in this broad country. It may cost more at first, but eventually will be accomplished.

The fruit trees seedlings situation, however, is very important. Apple seedlings for grafting are produced in this country by the millions, equal to the best; but for budding purposes many claim they lack the vitality—perhaps it may be in the handling or weather conditions where they are grown.

Pear seedlings can be grown here with

success and can be bought today as cheap as in Europe, but with cherry or Mahaleb seedlings there seems to be much to learn before we are ready to exclude all foreign stocks. Some years American grown Mahaleb seem to give good results, other years they are a failure. Whether it is the climate, the soil or the handing is to be learned. At the present time the Department at Washington is making a careful survey of the situation and conducting some experiments of their own in regard to same. However, it is up to the nurserymen to find this out in a large way. It stands us in hand to keep our eye on the Department at Washington and insist that these matters are worked out successfully, before shutting out all importations of seedlings, which seems to be the tendency in the near future.

We must be assured that the seed supply is ample and that there will be no embargo on its exportation from the source of supply and that the seedlings can be produced in sufficient quantity in this country, otherwise the supply of fruit trees in this country will be greatly diminished even from present production. If they can be produced in America which are just as good, then I am for American grown stocks; if not, then let our Inspection Bureau be more rigid in their inspection here and demand that they be more careful abroad to prevent injurious insects and diseases reaching our shores.

**Imports of Nursery Stock**—For the year ending June 30, 1915, there were imported into this country from abroad a total of 48,989,555 trees and plants; for the year ending June 30th, 1918, there were 21,413,385, or less than half. In fruit trees stocks the difference is still greater, for 1915 it was 21,645,672; the past year ending June 30th, 1918, 6,310,750, or less than one-third. This will give you some idea of why saleable nursery stock is scarce and likely to be more so in the near future.

**Legislation**—should be watched closely in each state to avoid drastic laws and endeavor to secure as near uniform Inspection Laws as may be possible, and reports of any pending adverse legislation should be promptly reported to the Counsel of the National Association.

**Transportation** of nursery stock is one of the most important factors we are confronted with. We have seen government control and have found that there were many weak points, especially the tracing of cars, which have been very difficult under the government rulings, and many employees have tried to throw all the blame on the fact that the country was at war, when often it seemed to be simply inefficiency. It is to be hoped that the coming year will see better service.

The express business, while very much congested, has given better service under one management than formerly under so many different companies, because of more direct routing, but rates are very high.

**Nursery Credits**—Nurserymen need to revise their selling methods. Money is tied up too long, after stock is shipped, in book accounts, of from 60 days to six months. The grain buyer when he makes shipment of a car of grain makes sight draft with bill of lading attached, then goes to his bank and gets the money and proceeds to buy more grain. It is not so with the nurseryman. The automobile and much farm machinery are handled in the same way which were formerly sold on time. Why cannot the nurserymen adopt some methods by

using Trade Acceptances which represent goods that have actually been shipped?

Our credit methods should be standardized to automatically produce a credit instrument that can be handled by your local bank, or through the Reserve Bank. These could be discounted at a reasonable rate and turned into cash. Trade Acceptances have been used abroad for many years, why not with US? It is a well known fact that a single \$10.00 bill may be made to cancel many obligations when passed from A to B and B to C—the same would be true of commercial paper of recognized standard.

I think it would be well for this Association to appoint a committee to work out a plan in connection with some of our leading financial institutions, getting their advice and arrange a plan that would be acceptable both to the wholesaler and retailer, same to be submitted to the executive committee of this Association and if found favorable to be submitted to the National Association at Chicago next June for their consideration. Not that I would wish to work any hardships on the retailer, but simply a move to standardize credits and minimize the abuses of our present system which is obsolete and out of date.

### Improving Fruit Varieties

The story of plant breeding work at the Geneva agricultural experiment station during the past thirty years, as told by Professor U. P. Hedrick, at the recent horticultural convention in Rochester, is one of the most interesting chapters in the annals of American achievement, says the Rochester Post Express.

One of the useful experiments being carried on under Professor Hedrick's direction at Geneva is a test of all varieties of fruit that will thrive in New York. Upwards of two thousand named varieties of American and foreign fruits are now being tested. Study and observation of these varieties have enabled the station to publish a series of books on fruit, which are recognized by all authorities as the standard of fruit information.

In attempting to develop hardy fruits, a plantation of all available peaches, apricots and nectarines, numbering four hundred varieties of European grapes, has been set out for breeding purposes. For several years notes have been taken as to the relative resistance of varieties of fruits to various diseases. About two thousand seedling pears from parents more or less immune to pear blight are being grown with the hope of getting a variety resistant to the disease, and this is only one of many experiments being carried on at the Geneva station along this line. In all there are from fifteen to twenty thousand distinct varieties of fruits and seedlings on the station grounds, and during the period of these experiments there have been grown twenty thousand seedling fruits under breeding numbers. The station has distributed six new varieties of strawberries, a dozen new apples, and several grapes of excellent quality; to enrich the fruit industry of New York.

To further this work of variety testing at Geneva an organization has recently been formed to be known as the New York Fruit Testing Co-operative association, which will co-operate with the station in testing, producing and distributing new varieties of fruits. This is a work which numbers among its possibilities larger profits for the fruit grower, better fruit for the consumer, and a vast increase in our public wealth. It deserves substantial encouragement.

### Western Association Meeting

(Continued from page 39)

lowship and spirit manifested by the wholesale retail and mail order interests meeting together in one common purpose, which places the nursery business on a higher and broader plane, and permits a more optimistic view of the future.

4. That we extend to the Coates House our thanks for the use of the assembly rooms and that the Secretary be instructed to arrange for future meetings where suitable and adequate accommodations can be secured.

E. H. SMITH,  
E. D. NEEDHAM,  
M. R. CASHMAN.  
Committee.

Committee on the President's address wish to make the following report:

That we commend the splendid address of President Reed and recommend that it be published in the trade papers.

The trade acceptances be used more freely in settlement of account and recommend that some experienced credit man present the subject at the June Meeting of the American Association of Nurserymen.

That the Transportation Committee of the American Association take up the question of more efficient service in the handling of nursery stock during the planting season, and that the secretary be instructed to send a copy of this report to President Mayhew.

Signed,

E. S. WELCH,  
A. E. WILLIS,  
E. H. SMITH.

Mr. E. S. Welch of Shenandoah reviewed the progress made up to this time by the "Market Development Organization" and was followed by Mr. Wright of Successful Farming, Des Moines, who analyzed the program outlined by Mr. F. F. Rockwell, director of the Market Development campaign. At the conclusion of which the following resolution was presented and adopted:

Resolved, That the Western Association of Nurserymen in convention at K. C. heartily commend the executive committee for the wise selection of Mr. F. F. Rockwell as director of the Market Development work and we endorse the plan and program outlined by him for action.

We pledge our support toward raising sufficient funds for the successful carrying on of the development campaign and urge that early action be inaugurated to the fullest extent possible consistent with funds available.

Further, we earnestly urge the full cooperation of every nurseryman in the U. S. not only in subscribing his share to the market development fund, but to assist in putting into effect the program proposed by managing director and the Executive Committee.

Whereas, An inscrutable providence has seen fit to remove from among us our fellow workmen, Henry J. Baches and his beloved wife; also Wick Hathaway, who were worthy members of their organization. Be it resolved, That we direct the Secretary to extend to the bereaved families the sympathy of this organization.

Signed,

E. S. WELCH,  
E. M. SHERMAN,  
H. D. SMITH.

At an annual meeting of fruit growers last month this question was asked: "What reasonable damage should be allowed from 125 misfit apple trees set out seven years? And what action should be taken?" That is what orchardists are talking about. Unless nurserymen talk about it, too, and take some action on their own account, fruit growers' action in the matter may adversely affect nursery sales, at least in some quarters.

### WHAT ADVERTISERS WANT

The advertiser wants a straight publication that accepts dictation from no one. And the more clearly independent a medium is the more it appeals to the business man who uses it for his business announcements.

## Annual Meeting of New England Nurserymen

Following was the program presented at the eighth annual meeting of the New England Nurserymen's Association, New American House, Boston, Mass., January 28-29:

President's Address; annual reports by Secretary R. M. Wyman, Treasurer V. A. Vanicek and by A. P. Horne, for the executive committee; E. W. Breed, for the membership committee; J. J. McMannon for the committee on legislation, and W. H. Wyman for the committee on publicity. Followed by these discussions:

Transportation—Charles Adams, Springfield, Mass.

Quarantine Regulations—F. S. Baker, Cheshire, Conn.

New Laws Affecting Nurserymen—Curtis Nye Smith, Boston.

Market Development—F. F. Rockwell, Manager A. A. N. Campaign, New York City.

Are We Growing Enough High Grade Ornamentals—E. J. Canning, Northampton, Mass.

New Ornamentals of Real Merit for New England—William H. Judd, Boston, Mass.

Should Growers of Ornamentals Specialize More—Ernest F. Coe, New Haven, Conn.

Are Nurserymen Receiving Enough For Their Products—Harlan P. Kelsey, Salem, Mass.

Living Monuments For Our Soldiers—William W. Colton, Newton, Mass.

The Nurserymen's Outlook for 1919—C. H. Greaton, Providence, R. I.

A question box was conducted by W. H. Wyman, North Abington, Mass.

On the evening of the first day of the meeting an illustrated lecture to which the public was admitted was delivered by J. Horace McFarland, Harrisburg, Pa., president of the American Civic Association.

Secretary Wyman in announcing the program, said:

"A subject of great interest at the present time is discussed by William W. Colton, city forester of Newton, Mass. His paper entitled "Living Monuments for Our Soldiers" will discuss the advisability of planting trees as memorials and advise the proper sorts to plant.

"Beginning with this convention this Association will have started an innovation which I trust will be continued at each annual convention. That is, an illustrated lecture free to the general public which will deal with some facts on the beautification of New England by means of planting. It is our purpose to have these lectures given by the best authorities in the country. Our first lecture will be by Mr. J. Horace McFarland of Harrisburg, Pa., President of the American Civic Association. This lecture will be more general than some of those which will follow in later years.

"Mr. McFarland will not deal with any particular class of plants but will consider the use of plants in a general way. To quote a paragraph from a recent letter of his in which he discusses the subject of this lecture with us, he says:

"The thought that is prominently in my mind is that the modern tendency has been to make our gardens chromos instead of pictures, each being an imitation of another rather than a development of individuality. Moreover, there has not been that fine thought of combination in effect which ought to be a part of the consideration. It seems to me that a garden which does not include trees, shrubs, perennials, dahlias, gladioli and canna, for example, in the broad effect of mind, is likely to be weak. The customer is frequently quite ignorant and he needs suggestion and help from the informed standpoint. If he gets it he will buy more

stuff, and that is the basis of market development.

We shall be very glad to have with us at the convention all persons connected with the nursery trade who would care to be with us. We should appreciate having representatives of the various horticultural societies at the meeting for I am sure I can promise those that attend the most interesting convention this Association has yet held in the course of its existence."

### Berckmans' Nurseries Sold

The following announcement appeared in the January 7th issue of the Augusta, Ga. Chronicle and is self-explanatory:

"The nursery and landscape interests of the P. J. Berckmans Company, Inc., have been sold to Sigmund Tarnok, who has also purchased the home and farm of R. C. Berckmans, lying just across the road from the Fruitland Nurseries, by which the name of Berckmans place has long been known. The deal is of the largest to be consummated here in many years, but the figures are not given out.

"In addition to the purchase already made, Mr. Tarnok has leased the nursery lands of R. C., L. A. and P. J. A. Berckmans, Jr., with option to buy later in the season. The new owner has retained the complete field and office force of the concern and it will be conducted as heretofore by experienced employees.

The sale does not in any way affect the property of the Berckmans Brothers, at Mayfield, where they have one of the finest orchards and farms in the South. In addition to devoting their time to this property Messrs. L. A. Berckmans and P. J. A. Berckmans, Jr., will do special work as consulting horticulturists, and they have already been retained as experts by several of the largest orchard interests in the South, both being famous as experts in this line.

"Mr. Tarnok, the new owner of Fruitland Nurseries, is a native of Switzerland, but

has been in America about five years and is well versed in this line of work in the South. He married a daughter of Mr. J. B. Reeves, of Macon, and he has been employed by the Central City for the past year as landscape artist. He is a graduate of Stuttgart University and of School of Landscape Gardening and Architecture at Budapest.

"The change of ownership and management of the Fruitland Nurseries comes after over half a century of progress and success, the concern now being known throughout the world. The retiring owners bespeak for Mr. Tarnok the highest consideration of the public and they are confident he will demonstrate his ability to the satisfaction of the old and new patrons of the nurseries.

"It will be gratifying to the countless friends of the two brothers who have recently been actively in charge of the work to know that they will retain their residences here. Mr. R. C. Berckmans, the other of the trio, has been in Macon for the past year where he is engaged in a business that is making good strides throughout the South."

As predicted last summer by the *American Nurseryman*, State Senator Orlando Harrison, of Worcester county, Md., who is connected with the big nurseries and fruit orchard industries of Harrison Brothers at Berlin, Md., has tossed his hat into the gubernatorial ring of Maryland. Senator Harrison states in an interview that if any Democrat of the Eastern Shore section announces his candidacy, he, Harrison, may also be considered as a candidate for the Democratic nomination. It is said to be Baltimore's turn to nominate a candidate, but should the party turn again to the Eastern Shore Senator Harrison will be in the race. His friends say he would be assured of a large vote from the fruit growers, truckers and farmers of the state.

J. H. H. Boyd, proprietor of the Riverside Nurseries, McMinnville, Tenn., reports sales greater this season than he could handle satisfactorily and promptly, and orders already booked for spring larger than usual at this time.

### New York State Motor Federation Backing Plan for Highway Planting

It is proposed to conduct an active campaign in the state of New York to plant shade trees along its highways as a memorial to soldiers lost in the world's greatest conflict. It is felt by many that no other object would serve as a reminder of the valor and brave deeds of these men to the same degree as that of planting shade trees along highways. The trees if given proper care would pass on to the next generation as a rich legacy.

With 150,000 miles of roads in the state of New York capable of sustaining the growth of 37,500,000 trees, it can be readily seen that there is every opportunity to carry out such a project. By planting these trees under a well-planned policy, both as to the initial planting and as to their maintenance, it is felt that in a few years they will be of sufficient size so that representative tablets in memory of the soldiers and sailors may be placed at intervals along highways.

Believing that such a movement will be of interest to every citizen of the state, the New York State College of Forestry at Syracuse is co-operating with the New York State Motor Federation toward bringing this matter before the people. A definite plan for general roadside development and utilization is being laid out by these two

state bodies for the section of the main improved highway running from Syracuse to Utica, a distance of some 60 miles. It is hoped that the final plans may be completed during the summer of 1919 and that state funds will be made available that the proposed work may be carried out to a successful conclusion in the early future. It is felt that the correct development of this section of the highway may serve as an example to other sections and cause a demand throughout the state for similar treatment.

"It is accepted by leading authorities that aside from the great value of ornamentation which trees add to the highways many years are added to the life of the pavement on account of the shade cast by trees during the long, hot summer months when travel is usually heavy. In view of the demand that the highways be kept open during the winter months, trees and shrubs along the roadside will be of great advantage in holding the snow in check. The planting of fruit and nut trees along the roadsides could to some extent be brought into greater use.

With the added incentive of planting such trees and shrubs in memory of fallen heroes, it is hoped that much will be accomplished during the next year or two.

D. HILL—The  
Evergreen Specialist

# HILL'S Choice Evergreens, Etc.

Look over this list of Young Evergreens, as well as Deciduous Trees, Shrubs, and Vines for lining out, and let us reserve your requirements now, while assortment is complete and stock available. Shipments can be made this Fall or next Spring, as desired. Hill's over 63 years in business is your guarantee of complete satisfaction and a square deal.

## EVERGREEN SEEDLINGS AND ROOTED CUTTINGS, ETC.

### Suitable for Bedding Out

	Inch	100	1,000		Inch	100	1,000
Amelanchier Canadensis	4-8	6.00		Sambucus Canadensis ..	6-15	2.50	15.00
Berberis Thunbergii ..	6-12	1.50	10.00	" Aurea ..	4-6	6.50	55.00
Castanea Dentata Ameri- cana ..	6-15	2.75	18.00	" Nigra Lacini'a ..	12-18	2.75	18.00
Cephaelanthus Occidenta- lis ..	4-8	2.25		" Pubens ..	12-18	3.00	20.00
Chionanthus Virginica ..	4-8	7.50		Sorbus Americana ..	6-12	3.00	20.00
Clematis Vitalba ..	6-12	2.75	18.00	" "	12-18	3.50	25.00
Cornus Amomum ..	12-18	2.50	15.00	Spiraea Anthony Waterer ..	6-12	3.50	25.00
Cornus Mascula ..	6-12	3.00		Spiraea Opulifolia ..	12-18	2.75	17.50
Cornus Paniculata ..	6-15	2.25	15.00	Spiraea Opulifolia Aurea ..	6-12	4.00	30.00
Cornus Siberica ..	12-18	2.75	18.00	Spiraea Vanhouttei ..	6-15	2.75	16.50
Cornus Stolonifera Lutea ..	6-12	2.50	20.00	Symporicarpus Racem's ..	6-15	2.50	16.00
Cotoneaster Acutifolia ..	6-12	2.50	15.00	Symporicarpus Vulgaris ..	12-18	2.50	15.00
Crataegus Carrieri ..	12-18	10.00		Syringa Persica ..	6-15	3.75	27.50
Crataegus Mollis ..	6-12	3.50	25.00	" "	12-18	4.00	30.00
Cydonia Japonica ..	12-18	2.75	18.00	Syringa Vulgaris ..	4-8	2.00	10.00
Deutzia Crenata Cand. ..	6-12	2.75	18.00	Tamarix Africana ..	12-18	2.25	15.00
Deutzia Cren. Flore ..	6-12	2.75	18.00	Tilia Americana ..	6-12	2.75	18.00
Rosea Plena ..	6-12	2.75	18.00	" "	12-18	3.50	25.00
Deutzia Cren. Pride of Rochester ..	6-12	3.00	20.00	Ulmus Americana ..	12-24	1.75	7.00
Deutzia Gracilis ..	6-12	2.00	20.00	" "	24-36	2.00	10.00
Deutzia Gracilis Comp. ..	6-12	2.50	15.00	Viburnum Opulus ..	6-12	2.00	20.00
Deutzia Gracilis Eximia ..	6-12	2.50	15.00	Vitis Americana ..	6-12	2.60	16.00
Deutzia Gracilis Mult. ..	6-12	2.75	18.00	Vitis Bicolor ..	12-18	2.50	15.00
Deutzia Lemoinei Mult. ..	6-12	2.50	15.00	Weigela Rosea ..	6-12	3.50	25.00
Forsythia Fortunei ..	6-15	2.75	18.00	Wisteria Brachybotrys ..	6-15	2.75	16.50
Forsythia Intermedia ..	6-15	2.75	18.00	Wisteria Sinensis ..	12-18	2.50	15.00
Forsythia Suspensa ..	6-15	3.00	20.00	Wisteria Multijuga ..	6-15	2.75	17.50
Forsythia Viridiissima ..	6-15	2.75	18.00				
Fraxinus Americana ..	6-12	1.00	9.00				
Hydrangea Pan. Grand. ..	6-12	4.00	30.00				
Juglans Nigra ..	12-18	2.50	16.50				
Kerria Japonica ..	6-12	2.50	15.00				
Ligustrum Amurensis ..	6-16	2.25	12.50				
" "	6-18	2.50	15.00				
" "	12-18	2.75	18.00				
Liriodendron Tulipifera ..	6-16	2.25	12.50				
Lonicera Fragrantissima ..	6-15	2.25	12.00				
Lonicera Halliana ..	6-12	2.75	17.50				
Lonicera Morrowii ..	6-15	2.25	15.00				
Lonicera Tatarica ..	6-15	2.50	15.00				
Mahonia Aquifolium ..	4-8	4.50	35.00				
Pachysandra Terminalis ..	4-8	3.50	25.00				
Philadelphus Boug. Blanc ..	6-12	3.00	20.00				
Philadelphus Cor. ..	6-15	2.75	18.00				
Philadelphus Cor. Grand. ..	12-18	3.50	25.00				
Philadelphus Erecta ..	6-12	2.50	18.00				
Philadelphus Mont Blanc ..	6-12	3.00	20.00				
Platanus Occidentalis ..	6-12	2.50	15.00				
Populus Caroliniana ..	12-18	3.00	20.00				
Populus Maximowiczii ..	6-15	3.50	25.00				
Populus Nigra Italica ..	12-18	3.25	22.50				
Prunus Padus ..	18-24	3.00	20.00				
Prunus Pennsylvanica ..	19-24	3.50	20.00				
Prunus Serrulata ..	10-12	4.50	35.00				
Ptelea trifoliata ..	6-15	2.50	16.00				
Quercus Rubra ..	6-12	2.00	12.00				
Quercus Alba ..	6-12	2.50	15.00				
Quercus Bicolor ..	6-12	2.50	16.00				
Quercus Palustris ..	6-12	3.00	20.00				
Quercus Coccinea ..	6-12	2.50	16.00				
Quercus Macrocarpa ..	6-12	2.75	18.00				
Rhamnus Cathartica ..	6-12	2.50	15.00				
Robinia Pseudacacia ..	6-12	1.25	5.00				
" "	12-18	1.50	8.00				
Rosa Acicularis ..	6-12	2.50	15.00				
" Blanda ..	12-18	3.50	25.00				
Rosa Canina ..	6-12	2.75	17.50				
Rosa Rubiginosa ..	6-15	2.50	15.00				
Rosa Rugosa ..	6-15	2.50	16.50				
Rosa Setigera ..	6-15	2.50	16.00				
Rosa Wichuraiana ..	6-15	2.25	13.50				
Russian Arvensis ..	24-36	2.50	15.00				
Salix Britzensis ..	12-18	3.50	25.00				
" Babylonica ..	12-18	3.50	25.00				
" Elegantissima ..	12-18	3.50	25.00				
" Niobe ..	12-18	3.50	25.00				
" Blanda ..	6-12	2.50	16.50				
Yew Japanese ..	18-24	12.00					
Arbor Vitae American ..	2-5	2.50	15.00				
" Red or Norway ..	6-12	1.00	10.00				
" White ..	12-18	15.00					
" Scotch ..	18-24	8.00					
Hemlock Bedded Stock ..	8-12	6.00					
Pine Ponderosa ..	10-12	8.00					
" "	12-18	10.00					
" "	18-24	16.00					
" "	24-36	20.00					
" Dwarf Mugho ..	6-10	15.00					
" "	10-12	20.00					
" "	12-18	25.00					
Col. Blue, Nursery Run ..	6-10	10.00					
" "	10-12	20.00					
Pine Austrian ..	6-12	8.00					
" "	12-18	12.00					
" "	18-24	16.00					
" "	24-36	20.00					
" "	30-36	25.00					
" "	36-48	30.00					
" "	48-60	35.00					
" "	60-72	40.00					
" "	72-84	45.00					
" "	84-96	50.00					
" "	96-108	55.00					
" "	108-120	60.00					
" "	120-132	65.00					
" "	132-144	70.00					
" "	144-156	75.00					
" "	156-168	80.00					
" "	168-180	85.00					
" "	180-192	90.00					
" "	192-204	95.00					
" "	204-216	100.00					
" "	216-228	105.00					
" "	228-240	110.00					
" "	240-252	115.00					
" "	252-264	120.00					
" "	264-276	125.00					
" "	276-288	130.00					
" "	288-300	135.00					
" "	300-312	140.00					
" "	312-324	145.00					
" "	324-336	150.00					
" "	336-348	155.00					
" "	348-360	160.00					
" "	360-372	165.00					
" "	372-384	170.00					
" "	384-396	175.00					
" "	396-408	180.00					
" "	408-420	185.00					
" "	420-432	190.00					
" "	432-444	195.00					
" "	444-456	200.00					
" "	456-468	205.00					
" "	468-480	210.00					
" "	480-492	215.00					
" "	492-504	220.00					
" "	504-516	225.00					
" "	516-528	230.00					
" "	528-540	235.00					
" "	540-552	240.00					
" "	552-564	245.00					
" "	564-576	250.00					
" "	576-588	255.00					
" "	588-600	260.00					
" "	600-612	265.00					
" "	612-624	270.00					
" "	624-636	275.00					
" "	636-648	280.00					
" "	648-660	285.00					
" "	660-672	290.00					
" "	672-684	295.00					
" "	684-696	300.00					
" "	696-708	305.00					
" "	708-720	310.00					
" "	720-732	315.00					
" "	732-744	320.00					
" "	744-756	325.00					
" "	756-768	330.00					
" "	768-780	335.00					
" "	780-792	340.00					
" "	792-804	345.00					
" "	804-816	350.00					
" "	816-828	355.00					
" "	828-840	36					

## Nurserymen Who Might Have Been World-Famous

If They Had Been Able To Operate Commercially Without the  
Handicap of Foreign Stock

In the course of his recent address before the Massachusetts Horticultural Society, A. H. Hill of the D. Hill Nursery Co., Dundee, Ill., said:

"Permit me to say a word in behalf of American propagators. Right here in America there is a loyal, brave little band of growers who are entitled to your encouragement and support. They have struggled on through years and years of adversity, with hardly any recognition whatever, always in the face of merciless competition from abroad. In a way, the spirit of their endeavors is likened to what Lincoln said of himself, 'I will study and prepare myself and maybe my chance will come.'

"There are over a hundred propagating firms in America, big and little, many of whom, had they been able to operate commercially, with a half-way fair chance at their own market, would have been world famous. I mention with the greatest admiration, such names as Jackson Dawson, J. R. Trumpy, Josiah Hoopes, Robert Douglas, Berckmans, Farquhar, Meehan, Robert George, E. Y. Teas, E. M. Sherman, Ellwanger & Barry, Thomas McBeth, F. M. Carr, who have supplied American Horticulture with traditions rich with accomplishment. I am not one of those who believe that the intelligence of American Nurseryman is inferior to European growers.

"I was surprised recently when one of the editors of a horticultural paper said, 'Where are we going to get the patience, skill and experience to grow stocks in this country?' Astonishing, such statement as this, showing a lamentable lack of confidence in American enterprise, especially in view of recent American accomplishments in every line of activity.

"We have only to look back to the horticultural achievements of thirty and forty years ago when the Parsons Nurseries at Flushing, New York, were supplying the growers of Europe with choice, hardy varieties of Conifers and Rhododendrons, which are today, in many cases, the sorts grown in Europe for export to America. Thirty years ago Robert Douglas of Illinois, supplied the growers of Europe with a choice collection of American Conifers.

"The United States Department of Agriculture through the Forest Service, has established in various parts of the West, Government Nurseries for supplying young trees for re-forestation. Each nursery has an annual output of several million young

seedlings for forest planting. Eight individual states maintain state nurseries for the growing of young trees to supply planting material for state controlled lands and distribution to property owners for forest planting.

"In recent years fruit tree seedlings to be used by American nurserymen for budding and grafting, have been produced on an extensive scale by nurserymen in Kansas. Upwards to sixteen million young roses have been grown annually by Ohio nurserymen. There are fifteen commercial nurseries making a specialty of the propagation of young conifers from seeds, cuttings and grafts. A good assortment of young ornamental and flowering shrubs is being grown on a commercial scale by experienced propagating nurserymen through the East and Central West.

"It is a matter of interest to many that the Federal Horticultural Board have recently promulgated a very valuable protective measure to secure this country against depredations of European and Asiatic insect pests and diseases. While there are some objectors at present, we believe that eventually everyone will realize the wisdom of this action.

"It is preposterous to think of endangering our extensive horticultural, agricultural, forestry and nursery interests, worth hundreds of millions of dollars, for a few thousand spent each year on imported nursery stock. It was only through quick concerted action on the part of our Department of Agriculture that our American white pine forests were saved from utter destruction, by reason of the white pine blister rust which was imported on nursery stock from Europe.

"With all this energy being expended on the propagation of young stock, the American nurserymen are assured of a constant and increasing supply. There has already been established on the Pacific coast an extensive plant with over one million dollars invested for the culture of azaleas, bulbs, boxwoods and other florists' forcing and decorative material which has heretofore been imported. I predict the next few years will see a number of decided changes, with American growers producing the stocks required for American needs, and the money which was sent to Europe, will stay in America to build up and develop horticulture in our own country."

## From Various Points

**Southern Association Nurserymen Officers**  
—President, H. B. Caldwell, Atlanta, Ga.; vice-president, S. W. Crowell, Rose Acres, Miss.; secretary-treasurer, O. Joe Howard, Pomona, N. C. Executive Committee: Charles T. Smith, Concord, Ga.; S. W. Crowell, Rose Acres, Miss.; O. Joe Howard, Pomona, N. C.; H. B. Caldwell, Atlanta, Ga.; C. A. Simpson, Monticello, Fla. Annual meeting in August.

**Texas Horticulturists**—The mid-winter meeting of the Texas State Horticultural Society was held at Athens, Jan. 22-23. Among those on the program for addresses were G. H. Blackman, Waxahachie; J. A. Brewer, Athens; Charles B. Metcalfe, San Angelo; P. L. Burch, Palestine; M. T. Cartwright, manager of Henderson County Fruit Growers' Association; M. Faulkner, Waco; J. W. Stubenrauch, Mexico.

**West Virginia Horticultural Society**—At the 26th annual meeting in Martinsburg, W. Va., Jan. 23-24, C. W. Thatcher, Martinsburg, was elected president; W. H. Alderman, Morgantown, secretary. Among the principal speakers were Dr. N. J. Giddings, plant pathologist, Morgantown, West Virginia; Prof. H. W. Richey, in charge of small fruits, West Virginia, experiment station; C. W. Moomaw, of the federal Bureau of Markets; Dr. Arthur J. Heinicke, of Cornell University, Ithaca, N. Y.; Prof. L. C. Corbett, of Washington; H. F. Bryant, crop estimate specialist, Charlestown, W. Va., and A. C. Nadenbousch, Martinsburg.

**Outfit Freezes Trees Scientifically**—Investigators at the Utah Agricultural Experiment Station, says Popular Mechanics, have devised means for freezing fruit trees scientifically to ascertain the amount of injury to fruit which may be caused by frost and a range of critical temperatures. The principal part of the outfit built for this purpose is a double-walled cylinder of galvanized iron, 6 ft. in diameter and 6 ft. high. It is made in two parts, each mounted on a platform so that it can be moved about and fitted around a tree. In the 4-inch space between the outer and inner wall and on top of a cover, ice and salt are placed, after which the whole is covered with canvas. By means of a pump connected with an inlet in the cylinder's side, cold air is forced into the enclosure from a tank surrounded by salt and ice. An electric fan in the cylinder keeps the air in circulation. Projecting thermometers indicate the approximate temperatures of the air within. Hanging from the tree at various heights are registering thermometers which show the lowest point to which the mercury drops, while a thermograph traces the temperature changes.

With this apparatus a temperature as low as 12 deg. F. has been obtained. The cost of operating is about \$10 per 10,000 buds. Valuable data for fruit growers have obtained by counting the damaged buds and later noting damaged fruit on trees that had been frozen.

Say you saw it in AMERICAN NURSERYMAN

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Quarter Page.....	6 x 3 3-4	12.50	11.25
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Page.....	12 x 7 3 4	50.00	45.00

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# Best Young Trees For Nurserymen

FROM



American Forestry Co.  
Theodore F. Borst, Pres.

At FRAMINGHAM,  
near BOSTON

Millions of growing Evergreen and deciduous trees, complete in grades and sizes, offered you at minimum prices. All American Born and American-Grown Stock, dug fresh upon order, packed right, and shipped promptly.

Reserve now the items you need to fill orders and for lining out,—the supply is limited.

## EVERGREEN TREES (Conifers)

### BALSAM FIR

	10	100	1000	
Once Transplanted, 18 to 24 in....	\$ 1.75	\$ 15.00	\$ 125.00	Twice Transplanted, 3 to 4 ft....
Once Transplanted, 12 to 18 in....			75.00	2 to 3 ft....
Once Transplanted, 8 to 12 in....			50.00	18 to 24 in....
Once Transplanted, 4 to 8 in....			33.00	12 to 18 in....

### SILVER FIR (Concolor)

Twice Transplanted, 2 to 3 ft....	\$ 7.00	\$ 60.00	\$ 500.00	Once Transplanted, 3 to 4 ft....	\$ 4.00	10	100	1000
Twice Transplanted, 18 to 24 in....	3.00	25.00	190.00	Twice Transplanted, 2 to 3 ft....	2.50	16.00	140.00	
Twice Transplanted, 12 to 18 in....	1.75	13.00	100.00	Twice Transplanted, 18 to 24 in....	2.25	12.00	110.00	
Twice Transplanted, 8 to 12 in....	1.30	10.00	80.00	Once Transplanted, 12 to 18 in....	1.75	9.00	80.00	
Once Transplanted, 18 to 24 in....		18.00	135.00	Once Transplanted, 35 to 42 in....		20.00	175.00	
Once Transplanted, 12 to 18 in....		10.00	75.00	Once Transplanted, 24 to 36 in....		14.00	120.00	
Once Transplanted, 8 to 12 in....		7.00	60.00	Once Transplanted, 18 to 24 in....		8.00	75.00	
Seedling, 8 to 12 in....		3.00	25.00	Once Transplanted, 8 to 12 in....	\$ 2.00	\$ 12.00	\$ 90.00	
Seedling, 6 to 8 in....		2.50	15.00	Once Transplanted, 4 to 8 in....	1.00	6.00	45.00	

### DAWAR JUNIPER (Communis)

Once Transplanted, 6 to 10 in....	\$ 2.00	\$ 15.00	\$ 125.00
Seedling, 2 to 4 in....		3.00	20.00

### JUNIPER: RED CEDAR

3 times Transplanted, 4 to 5 ft....	\$ 17.00	\$ 150.00	\$ 1400.00
3 times Transplanted, 3 to 4 ft....	12.50	110.00	1000.00
3 times Transplanted, 2 to 3 ft....	6.00	55.00	500.00
Twice Transplanted, 3 to 4 ft....	10.50	95.00	850.00
Once Transplanted, 12 to 18 in....	2.50	22.00	200.00
Once Transplanted, 8 to 12 in....	2.00	16.00	140.00
Seedling, 8 to 12 in....		3.00	25.00

### WHITE SPRUCE

Twice Transplanted, 18 to 24 in....	\$ 3.50	\$ 25.00	\$ 200.00
Twice Transplanted, 12 to 18 in....	2.00	16.00	150.00
Once Transplanted, 12 to 18 in....		10.00	90.00
Once Transplanted, 8 to 12 in....		6.00	50.00

### NORWAY SPRUCE

Twice Transplanted, 4 to 5 ft....	\$ 8.50	\$ 75.00	\$ 650.00
Twice Transplanted, 3 to 4 ft....	6.50	50.00	400.00
Twice Transplanted, 2 to 3 ft....		35.00	300.00
Twice Transplanted, 18 to 24 in....		25.00	200.00
Once Transplanted, 18 to 24 in....		15.00	140.00
Once Transplanted, 12 to 18 in....		10.00	85.00
Once Transplanted, 8 to 12 in....		6.00	50.00

### COLORADO BLUE SPRUCE (Nursery Run)

3 times Transplanted, 2 to 3 ft....	\$ 15.00	\$ 130.00	\$ 1200.00
3 times Transplanted, 18 to 24 in....	9.00	85.00	750.00
3 times Transplanted, 12 to 18 in....	7.00	60.00	500.00
Twice Transplanted, 24 to 30 in....	10.00	80.00	750.00
Twice Transplanted, 18 to 24 in....	7.00	50.00	450.00
Twice Transplanted, 12 to 18 in....	5.00	40.00	300.00
Once Transplanted, 18 to 24 in....	5.00	40.00	300.00
Once Transplanted, 12 to 18 in....	4.00	30.00	200.00

### DOUGLAS SPRUCE

3 times Transplanted, 18 to 24 in....	\$ 4.00	\$ 30.00	\$ 250.00
3 times Transplanted, 12 to 18 in....	2.50	20.00	150.00
Twice Transplanted, 18 to 24 in....		18.00	175.00
Twice Transplanted, 12 to 18 in....		11.00	100.00
Once Transplanted, 18 to 24 in....	2.00	12.50	100.00
Once Transplanted, 12 to 18 in....	1.50	8.00	60.00
Once Transplanted, 8 to 12 in....		4.50	30.00
Once Transplanted, 3 to 6 in....		3.00	20.00
Seedling, 6 to 10 in....		2.00	13.00
Seedling, 4 to 8 in....		1.50	9.00

### AUSTRIAN PINE

Twice Transplanted, 18 to 24 in....	\$ 3.00	\$ 25.00	\$ 200.00
Twice Transplanted, 12 to 18 in....	2.00	18.00	150.00
Once Transplanted, 12 to 18 in....		10.00	80.00
Once Transplanted, 8 to 12 in....		6.50	50.00

### LIMBER PINE

Once Transplanted, 18 to 24 in....		\$ 20.00	\$ 180.00
Once Transplanted, 12 to 18 in....		15.00	125.00
Once Transplanted, 8 to 12 in....		10.00	80.00
Seedling, 18 to 24 in....		5.00	40.00
Seedling, 12 to 18 in....		4.00	30.00
Seedling, 6 to 12 in....		3.00	20.00

### DAWAR MOUNTAIN PINE (Mugo)

Once Transplanted, 12 to 18 in....		\$ 22.00	\$ 200.00
Once Transplanted, 8 to 12 in....		15.00	140.00

### RED OR NORWAY PINE

Twice Transplanted, 36 to 42 in....	\$ 7.00	\$ 60.00	\$ 500.00
Twice Transplanted, 24 to 36 in....	4.50	35.00	300.00
Twice Transplanted, 18 to 24 in....	3.50	27.00	210.00
Twice Transplanted, 12 to 18 in....	2.50	20.00	175.00
Once Transplanted, 36 to 48 in....		30.00	250.00
Once Transplanted, 24 to 36 in....		25.00	230.00
Once Transplanted, 18 to 24 in....		16.00	115.00
Once Transplanted, 12 to 18 in....		11.00	95.00

### WHITE PINE

3 times Transplanted, 7 to 8 ft....	\$ 25.00	\$ 200.00	\$ 1500.00
3 times Transplanted, 6 to 7 ft....	15.00	125.00	1000.00
3 times Transplanted, 5 to 6 ft....	10.00	90.00	800.00
3 times Transplanted, 4 to 5 ft....	8.00	70.00	600.00
Twice Transplanted, 4 to 5 ft....	6.00	50.00	400.00
Twice Transplanted, 3 to 4 ft....	3.50	25.00	200.00
Twice Transplanted, 2 to 3 ft....	2.00	15.00	125.00
Twice Transplanted, 1 to 2 ft....	1.50	12.00	95.00
Once Transplanted, 3 to 4 ft....	2.00	14.00	120.00
Once Transplanted, 2 to 3 ft....	1.50	10.00	90.00
Once Transplanted, 1 to 2 ft....	1.00	7.00	60.00
Seedling, 12 to 18 in....		2.00	12.00
Seedling, 8 to 12 in....		1.50	10.00
Seedling, 6 to 8 in....		1.00	6.00
Seedling, 3 to 6 in....		.75	5.00

### SCOTCH PINE

Once Transplanted, 3 to 4 ft....	\$ 2.50	20	30.00
Once Transplanted, 2 to 3 ft....	1.50	12.00	110.00
Once Transplanted, 1 to 2 ft....	1.00	9.00	80.00
Once Transplanted, 35 to 42 in....		20.00	175.00
Once Transplanted, 24 to 36 in....		14.00	120.00
Once Transplanted, 18 to 24 in....		8.00	75.00

## AMERICAN ARBORVITAE

### DECIDUOUS TREES

#### SILVER MAPLE

#### AMERICAN BASSWOOD

#### CHERRY BIRCH

#### GRAY BIRCH

#### WHITE ASH

#### PIGNUT (H. Glabra)

#### SCARLET OAK

#### EUROPEAN LINDEN (Parvifolia)

#### AMERICAN ELM

#### ALMENDRO

#### WHITE ASH

## THE CULTURE OF CONIFERS

A. H. Hill, Dundee, Ill., Before the Massachusetts Horticultural Society

It is indeed a pleasure to be invited to appear before you for the discussion of so interesting a subject as the "Culture of Conifers." It is a subject near to my heart, and my chosen life work, on the success of which, in a practical and commercial way, I depend for my daily bread, therefore, you will pardon me if, in the paper I am about to read, I seem to rely on plain work-a-day, nursery language, rather than technical phrases and descriptions which are so often used.

I wish to say that I am indebted to my father, D. Hill, for knowledge of fundamentals and practice that I have been enabled to acquire through many pleasant years of association with him in the work of propagating conifers.

In the treatment of this subject it is found that the operations are divided into four general divisions, as follows, and I will take each one up in the order named: No. 1, Seedlings. No. 2, Cuttings. No. 3, Grafts. No. 4, Layers and Division.

### 1. SEEDLINGS

In the growing of conifer seedlings, generally speaking, the first point of importance in mapping out plans for production on a commercial scale is to locate a reliable and unfailing source of seed. It is easy enough to talk about producing a million little conifer seedlings, but in order to make this possible there must be seed of good quality and quantity. At first thought, it would seem easy to secure the seed necessary, when one thinks of the native evergreen forests with their range covering the whole country. However, the problem is different than that which confronts the farmer when he wants wheat or agricultural seeds for the growing of his annual crops. But fortunately the procuring of tree seeds is now rendered less difficult because there are a number of excellent firms in America, which specialize in tree seeds, among which I might mention, Conyers Fleu, Philadelphia; J. M. Thorburn, New York City; Otto Katzenstein & Co., Atlanta, Ga.; Thos. H. Lane, Dresher, Pa.; Barteldes' Seed Co., Denver, Colo., and several others.

It is a source of great satisfaction to know that The Department of Agriculture in Washington, has a seed-testing laboratory in which germination and purity tests are made and the number of seeds per pound determined of all species collected. In addition to germination tests, the seed testing laboratory is conducting experiments to determine the relative merits of a number of methods of storing conifer seeds.

Too much importance cannot be laid on the necessity of obtaining the best and hardiest types, and this requires constant research, traveling and experiments. While on the subject of seed supply, permit me to explain briefly some of the interesting points concerned therewith. To the grower who is desirous of continually improving the type and controlling his source of supply of seed, the first thing is to build up a list of local seed collectors in various parts of the country, and then educate these seed collectors to get what you want. It is not an easy task, I assure you. The ordinary woodman is not acquainted with the various varieties, and the differences between the fir and spruce means but little to him. It requires a great deal of patience. You must be willing to pay for his mistakes—

sometimes he collects the cones too early, and the seed is worthless; another time he waits until the seed has fallen from the cones, and the operation is a failure. We have had collectors ship several hundred pounds of *Juniperus* berries, and not one berry in the entire consignment contained a live germ. It requires two years for the berries of some of the *Juniper* varieties to develop into maturity. The ripe, matured berries are a deep purple in color, and usually located back among the foliage near the center of the tree, while the green, immature berries are out on the tips of the branches, and are the ones that the collector will naturally gather. It is a good plan to keep in touch with your collector throughout the entire year—write to him often—ask him to send samples of the cones; even though the samples are worthless and not of value, it helps to keep his interest up.

**Collecting the Cones.**—It is found that there are three methods of collecting cones, from felled trees, from standing trees, and from the squirrel hoards. Where logging is going on, it is often possible to pick cones from the felled trees on the ground after the brush is piled. In collecting from standing trees it may or may not be necessary to climb. Cones can often be stripped from short-limbed trees by coon hooks fastened to poles or even picked off by hand. Squirrels' caches are often excellent places on which to get cones. Pine squirrels collect and store large quantities. The squirrels do not put by seed for winter only, but continue to collect as long as the supply lasts and the weather permits. It is not uncommon to find in a single one of their caches from eight to twelve bushels of good cones. These caches are located in hollow logs, springy places and muck, as well as under bushes and felled tree tops. The squirrels do not confine their collecting to a few species, but appear to relish a large variety. Among the species of cones which are often obtained from the squirrels' hoard, are Douglas Fir, Engelmann Spruce, Blue Spruce, Ponderosa Pine and White Pine. Usually, however, the cones of but one species are found in a single cache.

Take White Pine, as an example. It grows naturally over the New England States. It is also scattered generally over Michigan, Wisconsin, Minnesota and portions of Canada. In certain years, the White Pine in Canada will bear a good crop of cones, while the cone crop elsewhere is a failure; it is, therefore, necessary to have a number of collectors in all sections where the desired conifers are growing. The conifers of the Rocky Mountains grow rather generally all over the range from New Mexico north, and the Pacific Coast produces trees well over the entire Western slope.

Seeds are collected in quantity during the seeding year, which occurs only two, three or more years apart. In most varieties of conifers, it is therefore necessary to secure seed during the seeding year, to store until fresh seed is again available. Many of the varieties lose their germinating power rapidly after they have been taken from the cones. However, this difficulty is overcome in various ways. Take, for instance, the Douglas Fir, from Colorado, if seed has been stored over for two years, it will be necessary to plant double the quantity of seed to give the necessary amount of seed-

lings per square foot. Sometimes the collectors extract the seed from the cones in the woods, others ship the cones just as they are gathered, and the nurseryman or seed dealer removes the seed from the cones. This is rather a simple operation in most varieties providing you have the proper equipment, which consists of trays and a room, steam heated, where the temperature can be forced and held for eight to ten hours at 140 degrees, the temperature necessary to force the cones of *Pinus Banksiana* to release the little seeds.

**Yield From the Cones.**—The yield of seeds from the cones depends upon the quality of the cones, the thoroughness of drying and extracting, and the manner of cleaning. There is a great variation in the yield of seeds from a bushel of cones. The cones of any species fill better during a "seed year," than during "off years," so that in the former there is a greater bulk, and especially greater weight of seed.

**Cutting Test.**—The usual test for quality of conifer seed made by the propagator, is what is known as the cutting test, which merely means counting one hundred seeds and cutting them with a sharp knife. This will determine the percentage of sound seed, but it will not tell their power to germinate. Many seeds will show a sound germ, which for some reason will not have the power to germinate.

The results of extensive experiments with germinating tests has developed that most of the conifer seeds will respond to the treatment and show a sufficient germination in thirty days to determine the quality of the seed. Some varieties, however, with hard shells, like *Pinus Cembra* and *Pinus Coultrii*, require from one to two hundred days to determine their growing power.

**The Treatment of Seed.**—Now, after the nurseryman has secured his yearly requirements, in each and every variety of conifer seed, to take care of his annual planting, we have reached the point where it is necessary to give some thought to the treatment of seeds before planting. The method of sowing and more especially the treatment of seeds before sowing, is of great importance. Generally speaking, the practice of causing the various seeds to germinate before being sown, will insure the successful culture of many varieties, which, without treatment are almost impossible to grow.

Steeping, sweating and stratifying are the various methods used to force the seeds to germinate. However, I will have this to say from my experience in the handling and treatment of conifer seeds, requiring treatment to force germination, I prefer the slow stratification treatment to the quicker methods of applying artificial heat, together with moisture, causing steeping and sweating to stimulate rapid germination.

The usual method of stratifying seed is to mix the seed with sand or soil, with a sufficient amount of moisture added to prevent drying. Store the seeds thus treated in a bin for a sufficient length of time to allow the germ to become well started. There is seldom danger of loss from seeds that have started growth in the stratification bin—in fact, the common practice with varieties of oak acorns is to force a small tender root growth of several inches before the acorns are planted, the theory being that the seedlings develop a better fibrous root system when handled in this manner.

Through the skillful handling of the seed  
(Continued on page 46)

## DIRECTORY OF GROWERS OF YOUNG STOCK IN AMERICA

Representative American Nursery Concerns Producing Now In American Nurseries  
Young Nursery Stock—Raw Material—Eliminating Importations*"No sooner has someone said, 'It can't be done,' than someone has produced it."*

The Plant Exclusion Order has been signed and will go into effect June 1, 1919. With certain exceptions, importations of Nursery Stock into this country after that date will be prohib-

ited. Eventually there may be no exceptions. The necessity for producing young stock in America is seen by progressive Nurserymen, who are already filling the want, as shown below:

Complete Stock of  
**YOUNG EVERGREENS**  
ALSO  
Trees, Shrubs and Vines  
for lining out

Write for Wholesale Price List.

THE D. HILL NURSERY CO., Inc.  
Evergreen Specialists, Dundee, Illinois.  
Largest Growers in America. Box 402

**The Farmers Nursery Co.**  
TROY, OHIO.

Produce from cuttings, most of the kinds of Evergreens you have been importing.

Offer One and Two-year-old Stock  
from beds, also the

Pot-grown kind, with ball attached,  
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Write to-day for Prices and Samples

**LINING OUT STOCK**  
Deciduous Shrub Seedlings  
and Cuttings

**DANIEL A. CLARKE**  
RED OAK NURSERIES  
FISKEVILLE, R. I.

**EVERGREENS**  
SEEDLINGS and TRANSPLANTS  
FOR LINING OUT

WRITE FOR OUR PRICE LIST

**THE NORTH-EASTERN FORESTRY CO.**  
"WE GROW OUR OWN TREES."  
CHESHIRE, - - - - - CONN.

**ORNAMENTAL  
LINING OUT STOCK**

GET OUR PRICES

We grow ornamental lining out stock under contract. Let us figure with you for fall of 1919 or spring of 1920.

**ONARGA NURSERY COMPANY**  
CULTRA BROS., Mgrs.  
ONARGA, ILLINOIS

Lining Out Stock for the Trade  
Shrubby, Tree Seedlings, Evergreens,  
Small Fruits, Ornamental Vines, Etc.  
**Seedlings, Transplants, Layers & Cuttings**

Some of the items we specialize in are  
Hydrangeas, Snowballs, Irish Junipers, Norway  
Spruce and native tree Seedlings

Send for our complete list of stock and prices.  
Mailed free to the trade on request.

**J. JENKINS & SON,**  
Wholesale Nurserymen  
WINONA, COLUMBIANA COUNTY, OHIO.

**SHRUBS - - TREES**

A General Line of Ornamentals.

**YOUNG STOCK**—For Nursery Planting

We were among the first to produce our own goods. We are making young plants for others—why not for you?

Grown Right—Dug Right—Packed Right

**AURORA NURSERIES**  
AURORA, ILL.

**Boxwood**  
**Retinospora**  
**Euonymus**

*Buxus sempervirens* *salicifolia*; 6 to 8 in. at 3c each; 8 to 10 in. at 5c.  
*Buxus arborens*; 6 to 8 in. at 3c; 8 to 10 in. at 5c.  
*Pyramidal Arborvitae*; 6 to 8 in. at 5c; 8 to 10 in. at 7c.  
*Retinospora plumosa* *aurea*; 6 to 8 in. at 5c; 7 to 10 in. at 7c.

*Irish Juniper*, transplanted, 12 to 15 in. at 8c.  
*Euonymus radicans*, 2 3/4 in. at 4c.  
*Buxus sempervirens* *salicifolia*, transplanted, bush form; 8 to 10 in. at 15c; 10 to 12 in. at 20c; 12 to 14 in. at 25c. We consider this variety the best Boxwood we have grown.

Packing additional, or packed free for cash with order. Mention AMERICAN NURSERYMAN.

**WILD BROS. NURSERY CO.**  
SARCOXIE, MO.

We sell to THE TRADE only, and make a specialty of  
**OREGON CHAMPION GOOSEBERRY**  
**PERFECTION Currant**

**CLEAN COAST GROWN SEEDLINGS**

We also have growing for fall delivery a large assortment of general nursery stock, including Fruit, Shade and Ornamental trees, Roses, Etc.

**HEAD-QUARTERS for NURSERY SUPPLIES**

Correspondence invited

**Portland Wholesale Nursery Co.**  
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OWN - ROOT - ROSES**

3d Grade Field Grown. Largely H. T.'s and Baby  
Varieties. Send list for prices.

**HOWARD ROSE COMPANY,**

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**WE GROW EVERGREEN SEEDLINGS**

**Evergreens from Cuttings Under Glass**  
and Small Deciduous Stock  
for Lining Out

**The Sherman Nursery Co.**

E. M. SHERMAN, President  
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**THE FAVORITE BLUE**  
**Delphinium Belladonna Seed**

Do you want quality seed saved from selected stock plants, planted far enough apart to produce the best seed, cultivated and hoed with great care, hand-picked as matured from clean, healthy plants?

Order now. \$35.00 per lb.; \$17.50 per 1/2  
lb.; \$8.75 per 1/4 lb.; \$2.25 per oz.

**MARTIN KOHANKIE**, Painesville, O.

When ordering, please mention AMERICAN NURSERYMAN

**Best Young Trees For Nurserymen**

FROM  
**Little Tree Farms**, at Framingham, Mass.  
We have millions of growing Evergreens, and Deciduous trees, Complete in grades and sizes, to select from.

Write for Wholesale Price List of  
Seedlings and Transplants of Firs, Junipers, Arborvitae, Pines, Spruces, Maples, Ash, Oaks, Lindens, Elms, etc.

**AMERICAN FORESTRY CO.**  
15 Beacon Street, BOSTON, MASS.

ESTABLISHED 1866

**Naperville Nurseries**

**GROWERS OF**  
**Trees, Shrubs, Perennials, etc.**

Let us have your inquiries for  
Lining Out Stock

NAPERVILLE, ILLINOIS.

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# AMERICAN NURSERYMAN



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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RALPH T. OLcott, Pres. and Tres.

### Chief International Publication of the Kind

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One year, in advance	\$1.50
To Foreign Countries, and Canada	2.00
Single Copies	.15

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., FEB., 1919

*America More Fruitful and Beautiful*

### FOR EASE OF MIND AND POCKET

**I**F FIFTY YEARS of following worn-out and discredited methods finds us as a trade disorganized, discredited, poor and making no headway in a business world where everything teems with prosperity, why should it require any great courage to pull away from our moorings? A nurseryman will say: "Yes, I will, IF the other fellows will"; or "IF I had not sold that park order at half my trade price, somebody else would"; "IF everybody else will play, I will, too." We have had too many "ifs" and "buts" in our vocabulary and not enough "ands." We need a few business men of outstanding personality who will say, each for himself and regardless of what others may do or say or think: "We stand for co-operation to lift our trade above its present level. We stand for competition to produce a higher quality of goods and service. We do not approve nor will we countenance price-cutting below known cost of production, nor "unrestricted submarine" methods of competition. We stand for what we agree is fair and right and for ways that promise ease of mind and pocket. We invite all nurserymen who respect themselves and their businesses to stand with us. We will stand with those who stand with us and we will deny our company to those who prefer methods that injure the trade; we will refuse to buy from them or to sell to them; but we will lend our hearty cooperation to every man who takes his stand with us for better goods and higher quality, for honest methods and whatever helps the trade to a higher level.

—THE OPTIMIST.

### Co-operation, with Competition

If necessary we can try the soil and climate of Porto Rico, the Hawaiian Islands and the Philippines where the production of raw material in nursery stock could be controlled under American laws.

### WHO'LL START SOMETHING

The statement by Mr. Rockwell, manager of the Market Development Campaign, before the Western Association of Nurserymen, as reproduced in this issue of the *American Nurseryman*, is a fine start and in every paragraph gives promise of definite progress from this time on. Read what he shows to be the great need of the industry in its relation to a waiting, eager public. Read what he says of the importance of service by the nurseryman for his customers. Read what has already been planned for the use of the money subscribed to develop the market—and resolve to catch up and keep up with the drive which has begun.

In our last issue we reported that the sub-committee had tentatively engaged Mr. Rockwell for one-half his time. When the executive committee met in Philadelphia, it decided differently. It is not half a job; it's a whole job and a big one. The committee decided that it wanted all of Mr. Rockwell's time, thought and work. The members of the executive committee believe in Market Development and in Mr. Rockwell's ability to handle the proposition. The arrangement is until next June when the subscribers will meet at the Chicago convention. We have no doubt they will then be anxious to make permanent arrangements.

But let us not leave it to Mr. Rockwell to do it all. Let every subscriber make it his business to solicit subscriptions. Every dollar added to the fund makes each subscriber's investment worth that much more. Tell nurserymen about it in your letters to them. Use a page in your spring trade list to tell other nurserymen what **you** think about Market Development.

At the convention of the Western Association of Nurserymen in Kansas City last month Henry B. Chase, one of the directors of the Fund, raised nearly two thousand dollars in subscriptions, the subscribers and amounts (yearly for five years) being:

Thomas Rogers & Sons, Winfield,  
Kansas ..... \$ 25.00  
Geo. H. Johnston, Kansas City, Missouri ..... 25.00  
Sonderegger Nurseries, Beatrice Nebraska ..... 200.00  
J. H. Skinner & Co., Topeka, Kansas 50.00  
Capital City Nurseries, Des Moines, Iowa ..... 75.00

The Western nurserymen have always responded promptly to propositions for trade development. True to the traditions of the West, they have been open minded and quick to see the advantage of co-operative progress. The subscriptions noted are in addition to an already high percentage of responses from that section of the country.

Mr. Rockwell attended the convention of the New England Nurserymen's Association in Boston during the closing days of last month and presented the subject in similar manner. We predict a pronounced awakening in the trade as the result of the earnest and loyal work of the directors of the Fund and the capable and effective direction by Manager Rockwell.

**Who will start something in his section of the country for us to feature in our next issue—a drive for the Campaign?**

Announcement is made in this issue of the sale of the long-known and most favorably regarded Fruitland Nurseries in Augusta, Ga., the property of the Breckmans family. The charter of this company expired by limitation on March 13, 1918. The stockholders of the corporation decided not to

ask for renewal of the corporate existence, but to wind up the affairs of the corporation.

The new owner of the property, Sigmund Tarnock will, we are sure, be accorded a hearty welcome into the fraternity of nurserymen. He is equipped by education and experience for the practical conduct of the nursery. The many friends of L. A. and P. J. A. Berckmans are glad to know they will still be closely connected with the trade through their Mayfield orchards and farms and in their capacity as consulting horticulturists.

### AMERICAN TO THE CORE

One of the strange manifestations of public sentiment not infrequently recorded is the one now going the rounds of the press to the effect that action by the Federal Horticultural Board in excluding after June 1st next a majority of the kinds of florist stock which have heretofore been imported—because of danger of importing injurious insects and diseases—will deprive this country of plants which have come to be regarded as essential to landscape gardening.

There is dearth of expression of argument in favor of Americans depending upon their own efforts in this matter—though there is no lack of such argument. We have presented the American side of this subject repeatedly. Naturally the importers head a movement for revision of the regulation referred to; but they represent foreigners. The *American Nurseryman* is nothing if not American to the core. It has no sympathy at all for the talk at present of sacrificing American interests in behalf of European producers of nursery stock. Without doubt every plant produced in Europe can be disposed of in Europe; leaving the American field to the American nurserymen. Why not?

This is the *American Nurseryman* speaking!

### SKILLFUL PROPAGATION

Again and again we have remarked that nurserymen of the present day, as a class, pay too little attention to scientific cultural details of their business. We have made that assertion upon the basis of general observation, and now our statement is borne out by the expression of The Optimist in this issue who asks, Where are the skilled propagators of our fathers' time in the nurseries of the country; and by the address by A. H. Hill, evergreen specialist before the Massachusetts Horticultural Society, reproduced in part in this issue.

Mr. Hill's address, by the way, seems to us of very special value, being the detailed explanation by an expert of the methods he has found by his own experience and that of his father to be attended by the largest measure of success. Mr. Hill need make no apology for the length of his address (though we are able to use it advantageously only in two parts), for certainly he has presented the subject in so practical a manner and with such clearness that we think it would be most interesting reading for the layman. Certainly nurserymen who read it will feel under obligation to him, as do we for the privilege of placing it before our readers.

When writing to advertisers just mention *American Nurseryman*.

## A MATTER OF BALANCE

A year or more ago a prominent nursery concern of the Middle States expressed high regard for the *American Nurseryman* as a Nursery Trade Journal and added: "But sometimes we have thought that the journal bore over-strongly on the subject of fruit culture."

Of course the concern in question grew ornamentals exclusively. Well, we all lived to see a meeting of ornamental nursery stock growers during the war go out of its way to pass resolutions favoring fruit culture and pledging their aid in every way possible to fruit growers to advance the fruit industry!

Now, the fact that the *American Nurseryman* could not regard the Nursery Business as made up wholly of ornamental stock growers, and the fact that the country is getting back upon a peace basis, we presume do not detract from the force of the resolutions referred to. Aid for the fruit grower has been pledged by nurserymen—ornamental stock nurserymen included; and the American Association of Nurserymen has prepared officially for wide circulation a booklet on "Fruits for the Home Grounds" by Prof. U. P. Hedrick.

It is no novelty for this journal to advocate fruits for the home grounds, or fruits for the commercial orchard; and we presume that as a result of one of the lessons of the war nurserymen generally will see why the *American Nurseryman*, as a real trade journal, must give fruit production its just measure of attention. Education of the public, for Market Development, is a good thing; but we've found a lot to do right in the trade! One thing after another has come to our aid—even the war.

## SECTIONAL SOCIETY WORK

We really think—and we have said so right along—that the American Association of Nurserymen as the national organization ought to lead in matters of vital moment to the trade.

But if the national organization does not act on some clearly advisable propositions, we are glad to note that sectional organizations in the trade are doing so. A regular feature of the Southern Association's activities is a vigilance committee of the right sort. The Western Association last month discussed a topic closely allied with a branch of the trade which has had comparatively little attention at nurserymen's conventions of late—stimulating the planting of orchards.

The *American Nurseryman* has repeatedly suggested that invitations be extended to representatives of horticultural societies to attend nurserymen's meetings. And now the Secretary of the New England Nurserymen's Association has done that very thing, as shown by his announcement in this issue. Nurserymen take prominent part in the meetings of horticulturists; why should there not be reciprocal action.

How closely nurserymen are associated with fruit growers is well illustrated by the frequency with which their names are listed as officials or important committee-men of the state and district horticultural societies. A notable instance this moment under our own eye is that of the Kansas State Horticultural Society, the president of which is A. L. Broooke, Grantville; the vice-president of which is George W. Hollsinger, Rosedale; the treasurer of which is F. W. Dixon, Holton. And a very energetic and capable secretary is O. F. Whitney, To-

## American-Grown Stock Superior To Imported

In the last issue of the *American Nurseryman*, on the subject of producing in this country stock of the kind which has been heretofore imported, we suggested the probability that American-grown stock might prove superior to that which had been imported.

Well, the U. S. Department of Agriculture states that this has already been the result! It says: "Several species of commercial bulbs have responded so well (at Bellingham, Wash.) that the stock produced has proved superior to the imported stock of the same species."

The Government announcement in full is as follows:

To determine the practibility of successfully growing flowering bulbs and to do the

work at a cost which will enable the industry to thrive in this country in competition with imported stock of similar character, experiments are being undertaken by the United States Department of Agriculture at a bulb farm which it maintains at Bellingham, Wash. Besides the work at Bellingham, some species are tested at two points in California. At the Bellingham Station, from 5 to 7 acres are annually devoted to bulb growing, and so far several species of commercial bulbs have responded so well that the stock produced has proved superior to the imported stock of the same species. In the fall of 1917 a carload of bulbs grown at the Bellingham gardens was shipped east and constituted the supply of this class of bulbs used in the congressional seed distribution. This car of bulbs was the first full carload of domestic grown bulbs ever shipped across the continent. Last fall another full carload of similar stock was sent East for the same purpose.

these of reconstruction. Our problems are those of readjustment, except in so far as we help Belgium, France, and other former Allies to rehabilitate themselves.

We certainly thought some one in the trade would be sufficiently impressed—for or against the argument—to send in a communication based upon the presentation by The Optimist in our January issue upon the liveliest subject that has ever come before the nurserymen. The mails are congested; deliveries are delayed; there may be a letter on the subject on the way. We live in hope.

## Tennessee Nurserymen

January 28-31 were busy dates for horticulturists of Tennessee, for at that time there was held in Nashville the fourteenth annual meeting of the State Florists' Association, Horticultural Society, Nurserymen's Association and Beekeeper's Association, of all of which Prof. George M. Bentley, Knoxville is the secretary. The program for the Tennessee Nurserymen's Association was as follows:

President's Annual Address—Geo. W. Poague, Graysville.

Report of the Secretary-Treasurer—G. M. Bentley, Knoxville.

Appointment of Committees—Nominations, Resolutions, Auditing, Legislation, Publications, Advertising.

How to Make Tennessee More Fruitful and Beautiful—Mary B. McGowan, City Agent Division of Extension, Nashville.

Ornamentals—I. H. McBride, Centennial Park; F. A. Butler, Supt. City Park Commission; C. H. Tritschler, Sylvan Park; W. H. Kessler, Birmingham, Ala.

Shall the Nurserymen's Lists Be Increased or Decreased? Open Discussion.

Recommended Varieties for a Locality—

W. A. Easterly, Cleveland; Jesse M. Brown, Chattanooga; Floyd Bralliar, Madison; J. C. Hale, Winchester; Clay Ramsey, Harrison; John S. Donoho, Portland; Joe Shadow, Winchester.

Printed Advertising That Pays—Harry B. Potter, Division of Extension, Knoxville.

Salvage of War—E. B. Drake, Winchester.

The Nursery Business For Fall of 1919 as Viewed by a Wholesaler—R. C. Chase, Chase, Ala.

Remarks—E. W. Chittin, Winchester.

Co-operation—Prof. Harry Clark, University of Tennessee.

Nurserymen Then and Now, Conclusions—G. E. Murrell, Horticulturists, Washington, D. C.

Crossbreeding Strawberries and Growing Seedlings—Floyd Bralliar, Madison.

Field Inspection of Strawberry Plants—J. M. Shaver, Nashville.

Would It Pay Nurserymen To Furnish Culture Leaflets Free to All Customers? Open Discussion led by Harry Nicholson, Winchester.

Beautification of Home Surroundings—Virginia Hale, Nashville.

## WHAT IS THE ANSWER?

**A**NURSERYMAN failed to land an order this season because his prices were too low. The planter wrote him that if his trees were not worth any more than he asked for them he didn't want to plant them!

One of the most prominent landscape architects in the country recently told nurserymen that the latter had only themselves to blame if they were not getting adequate returns for their nursery stock, that the public either directly or through the landscape architects would pay an adequate price if the nurserymen would charge such price!

Whenever business is done upon the basis of value rather than price, the buyer profits. That is a fundamental in merchandising of any kind.

## "CO-OPERATION WITH COMPETITION"

To the Editor:

In a recent issue of the **American Nurseryman** you commented on a printed slip that has been going the rounds of the trade: "Co-operation, not Competition, is the Life of Business;" and you proposed the slogan: "Co-operation with Competition" as an improvement. In the original, the idea of competition was implied; the two ideas are joined; it is just a question of which is to be or remain the dominant idea. What is needed is something different from "Competition without Co-operation."

You offer the spectacle of the collapsed German Empire as an example of the frightfulness of co-operation unrestrained. Surely you will not fail to distinguish between the perfect military machine the Germans built and their efficient trade organizations. The military machine brought the Empire into existence and it inevitably caused its collapse; the obsession of world domination through military power was Germany's undoing. Her equally efficient trade kartels had already given her commercial world supremacy; they constituted a highly-organized business system; goods "Made in Germany" were carried in German ships to every land; she sailed every sea and sold in every mart; the whole world paid tribute to her merchants and rich largess flowed into her coffers. Organization and efficiency did that. And then an entirely different system, militarism, spilled the beans.

What argument, what necessity, forced the enactment of the Webb-Pomerene Act? It came, enabling American business men to combine for trading in foreign markets, because co-operation was absolutely necessary for us to compete with Germany and England; the Sherman Clayton Acts had so shackled American business men that they were forced into competition of a sort that meant loss and wastage which, if made up through a tariff bounty here, was too serious to leave them upon a trading basis overseas. The Webb-Pomerene Act frankly recognized that condition and remedied it.

Judge Charles E. Hughes, in a recent speech before business men in New York, pointed out the absurdity of a law which makes a thing good and desirable beyond the water's edge and continues to brand it as wicked on American soil. The elimination of wastage and the added efficiency that comes of co-operation and even of combination within reasonable and well-defined and regulated limits, realizes a benefit that does not accrue to being Americans, but only to our foreign customers. The Federal Trade Commission in a recent report stated that it had become their conviction, after years of experience with the Sherman and Clayton Acts under which they function, that unrestricted competition does not benefit the consumer.

It would be only a very hardy or a very stupid man who would say that he does not believe in competition. There is something very fine and wholesome in the idea of competition: in the matching of one's skill and wits against the wits and skill of others; in the sort of competition that aims at better goods and better service and lower costs. But there is nothing very inspiring in competition that takes the single form of pricing goods, regardless of cost, below what suspicion or fear suggests a competitor may ask. That is what might properly be called "unrestricted submarine" competition and that is the sort of competition that business men object to.

Mr. Josiah Hazen of the Neosho Nurseries Company in a recent letter to your paper, said something that bears directly upon this. Mr. Hazen said: "We do not worry much about the nurseries which bid for business on the basis of price. The price-cutter will sooner or later lose his customers on account of inferior stock or find his business too unprofitable to continue." Mr. Hazen brought to the nursery business a wide experience in other lines and the advantage of an outside view-point. What he has to say about business is worth listening to attentively. Price-cutting is at once an admission and a confession: it is an admission that the seller's goods are not of the quality and value to command the same price as good stock; it is a confession of inability to compete for trade; it admits inefficiency in methods and inferiority in goods. A nurseryman failed to land an order this season because his prices were too low; the planter wrote him that if his trees were not worth any more than he asked for them, he didn't want to plant them.

But all nurserymen do not have the outside business experience nor the broad vision of Mr. Hazen. We all know that some nurserymen when they buy stock for filling their own orders, buy on prices and not on value. Those who are good growers, who put into their stock an investment that represents,—because it adds,—an especial value, find themselves obliged to compete for orders that are frankly auctioned off to the lowest bidder. The business man, then, recognizes that his finer quality and greater value must compete with the lowest price and he wonders of his investment is wisely made? Very many nurserymen in buying appear to take the position that trees are trees and that the lowest price is the best bargain. That thought becomes so firmly fixed in their minds when they buy that they cannot fail to pass it on to their customers when they attempt to sell. A nurseryman cannot tell himself one thing and his customers another.

Now you and many may find fault with this conclusion: that price-competition, regardless of cost, has been a disadvantage to the planters as well as to the nurserymen. It has led to a slow but gradual deterioration in the quality of nursery stock. A survey of the nurseries of the country will disclose the fact that the general average of quality is much below what it was fifteen or twenty years ago. Where are the skilled laborers now? The expert plantsmen? How many experienced propagators are found in the average nursery? The younger generation have drifted into easier and more remunerative employment. The work is done almost entirely by unskilled labor and simply because the returns are not sufficient to warrant employing good men. The same forced cutting down of expenses has brought less care in growing the stock; many blocks are left to take care of themselves; unskilled and unlettered laborers are trusted with the important cutting of bud-sticks and the staking of rows. With no standards to measure by, it is all "nursery stock" in the minds of buyers wholesale and retail. Law-suits and other disagreeable come-backs require the hedging around of responsibility in such fashion that the catalogue very often is not so much an encouraging invitation to buy as it is a "caveat emptor" set forth in great detail and with legal precision. The buyer's confidence is not invited; but his suspicion is aroused and he

recognizes that he is being warned and put upon his guard. And may it not be said in fairness that the way some nurserymen grow their stock and the way some of the nurserymen they buy from grow theirs, makes that precaution necessary. And can it not be traced directly to conditions following a frantic effort to grow cheaply and to sell more cheaply?

That sort of competition is hopelessly bad; bad for the seller, worse for the buyer and worst of all for the planter. Competition in growing better stock at lower costs and rendering a larger measure of service to the planter is what is needed. The restricting of prices by agreement to a minimum representing cost plus a fair profit would bring advantage to the seller and to the buyer. That has been demonstrated in the case of the French nurserymen. Years ago we bought our seedlings at the conventions by baiting the agents to bid against each other for our orders. At times, and always in the event of surplus, prices became so low under the hammering of competition, that deliveries became unsatisfactory. When the French growers organized and frankly fixed their minimum prices, competition remained just as active as it was before, but it was of a different sort: the effort became one to produce better stocks, more careful grading, better packing and the inclusion of the elements of service and good-will. The sole consideration of price eliminates both. Whenever business is done upon the basis of value rather than price, the buyer profits. That is a fundamental in merchandizing of any kind.

Very many nurserymen hold the idea today that the proper sort of competition can come only out of fuller co-operation: co-operation that will bring the better class of nurserymen together for raising the level of the trade as a whole. None of us can rise much above the general level, you know. That is one of the disappointing things about the nursery business. In some other line, a man may make a better article or a cheaper one than anybody else and whoever does that is rewarded by the world. He can attach his name to it and hold its quality and its reputation and good will as an asset. The value of the good-will attached to Velvet Tobacco was recently estimated by an expert, a man of national merchandizing experience, at ten millions of dollars; that, apart from any tangible assets. What, by the way of comparison, may we say the Delicious apple is worth? But Stark's Delicious in three years became anybody's and everybody's Delicious. The Starks gave to pomology the greatest apple ever known; they spent hundreds of thousands of dollars advertising it; they created a demand and made a market for it. But they could not reap the harvest that an article of equal value in any other line would have meant. They were obliged to compete for the sale of their own introduction with every farmer, hotel clerk, bar-tender, boot-blacker and banker who could buy seedlings and bud-sticks. And all the latter were strong for competition of the only kind they knew.

One of the finest things ever said about a man was spoken of Henry Ford: "He amassed a fortune, but he created his millions. He never made a dollar whose making injured any man or any business." What a tribute! To create—to build—to serve; to create wealth; not to sweat dollars out of labor, but to reward labor handsomely; not to squeeze the public, but to serve them generously; not to knife com-

petitors, but to help them; for whoever helps others, helps himself. And that is truer in a business way in our line than of almost anything else. None of us rise very far above the level; our creations cannot be marked nor branded nor distinguished; the grower's trees lose their identity as soon as they pass from his hands; ordinary grades even are without standard measure. A nurseryman can make a living of a sort; some acquire more, but not much; very few amass a fortune from the business alone. And that is because no matter what your ability, your skill, your initiative, and your efficiency, those qualities that would make for success in almost any other line, in ours are neutralized by the inefficient, the ignorant and the unsuccessful. It is not so much what you do, as what somebody else does. And the significant thing about it all is that the other fellow feels the same way about you. Why, then, should it be impossible to secure co-operation where it is so badly needed? If fifty years of following worn-out and discredited methods finds us as a trade disorganized, discredited, poor and making no headway in a business world where everything teems with prosperity, why should it require any great courage to pull away from our moorings? A nurseryman will say: "Yes, I will, if the others will;" or "If I hadn't sold that park order at half my trade price, somebody else would;" "If everybody else will play, I will, too." We have too many "ifs" and "buts" in our vocabulary and not enough "ands". We need a few business men of out-standing personality who will say, each for himself and regardless of what others may do or think: "We stand for co-operation to lift our trade above its present level. We stand for competition to produce a higher quality of goods and service; we do not approve nor will we countenance price-cutting below cost of production, nor "unrestricted submarine" methods of competition. We stand for what we agree is fair and right and for ways that promise ease of mind and pocket. We invite all nurserymen who respect themselves and their businesses to stand with us. We will stand with those who stand with us and we will deny our company to those who prefer methods that injure the trade; we will refuse to buy from them or to sell to them; but we will lend our hearty co-operation to every man who takes his stand with us for better goods and higher quality, for honest methods and whatever helps the trade to a higher level."

That would be inspiring. It should be profitable, too. At sea, when they catch a man trying to scuttle the ship, they make short shrift of him. The submarines were never popular because they are unfair and unsportsmanlike. The Peace Conference purposes to sink them all and to prohibit the building of others. The world's peace requires that. The little nursery world wants peace and harmony; it looks with disapproval upon "submarines." It, too, believes in the League of Nations idea, expressed in a League of Forward-looking Business Men in the trade. At Versailles today they are eliminating competition in enlisting armies and in building dreadnaughts. They are setting up instead the co-operation of the free peoples of the earth to secure peace and happiness and prosperity. Not to hamper any legitimate activity nor the freest expression of proper individualism, but rather to protect and conserve those things. Personal liberty is al-

ways safest in a well-ordered democracy; never in a Bolshevik community.

Order is being brought out of the world's chaos by Woodrow Wilson at Versailles. I here call upon J. R. Mayhew, President of the American Association of Nurserymen, the organization that speaks for the trade, to take the leadership in bringing about the co-operation on which, with intelligent and constructive competition, the prosperity of the nursery trade depends.

(Signed) The Optimist.

## Foreign Notes

A writer in a British trade periodical says: "I quite agree with Messrs. Kelway & Son's letter to your paper of November 27th, but think they are too lenient. If seedsmen, nurserymen and growers have managed for the past four years to carry on without foreign goods, why cannot they go on in the future. If in say 10 years, Englishmen find they can do better by importing seeds, bulbs and plants, etc., from Germany, Austria and Holland, which is and has been hand-in-glove with Germany, then let them buy. The British public will soon come round and pay more for their goods if they know what they are purchasing is British, and by their paying a good and fair price they are helping the men who have fought for them."

### Fits American Conditions

The following communication in the Horticultural Advertiser (England) might be sent by the American Association of Nurserymen to the trade in this country almost without change, so closely does it apply to conditions in America with respect to strengthening the work of the national organization and the establishment of a fund for Market Development:

May I be allowed to address the following open letter to the Horticultural Trade.

- A. To all those members of the trade who have considered the reconstruction scheme of the H. T. A., and turned it down thinking it can be of no use to them.
- B. To those members of the Trade who so far have not considered the proposals, not having time to worry about such matters.
- C. To those who think no progress is being made, I would reply with the old but true saying "Rome was not built in a day."

Do you realize the value of co-operation and organized effort.

If the members of the horticultural trade would just seriously think over the benefits arising from a strong association, embracing a membership of at least 2,000, with an income of not less than £3,000, a Central Office in London, and employing a whole time secretary in full touch with every aspect of the trade.

All this is possible if the Trade shows its willingness to do two things.

(A) Subscribe to the propaganda fund, and place it in such a position that a full time secretary can be at once appointed.

(B) Accept the scheme and come inside and get it going. Start your district committees, then with the experience gained from the knowledge of its working, alter it where necessary.

Don't try and pull the scheme to pieces now, come inside and help to work it.

It is easy to criticise, and some of those who do, have no other job.

We are all busy, but there should be none too busy to devote a little thought to the matter. Now is our time to organize and subscribe to the propaganda fund.

Join the Association and give a little time to help make it go.

Every trade of any standing must have its association to further and protect its interests.

Every one insures against loss from fire. It is the same principle. Subscribe to your trade association to preserve and foster your trade in every way. The next five years are full of promise to the nursery and seed

trade. Combination and co-operation will benefit every member.

Without a strong association the trade is at the mercy of any Government Department which will make its own regulations without consultation.

Experience gained during the last few years shows that Government bodies can be influenced by strong associations representative of trade interests.

I again repeat, subscribe to the Propaganda Fund, and come inside and help to work the scheme.

If every member of the Trade, after reading the above remarks, will take his cheque book and send a donation to the propaganda fund the first and most important step would be accomplished, and a small individual effort would become a mighty whole.

Now then, will you help yourself? Will all who know me, and all who do not, pardon the above remarks.

Yours faithfully,

ROBT. W. WALLACE.

N. B. Yes, the address of our Treasurer is C. E. Pearson, Lowdham, Notts.; he will send you a receipt.

### New Zealand Grades and Prices

The New Zealand government has gazetted regulations for the grading of nursery fruit trees and the New Zealand Association of Nurserymen, conforming thereto, has adopted resolutions providing:

#### APPLE AND PEAR TREES

- (1) **All grades shall be well rooted;** when branches of fair shape; branches trees to have not less than three branches, averaging eighteen inches in length.
- (2) **Diameter to Govern.** All caliper measurements to be two inches above the union. All grading to be irrespective of age.
- (3) **Grades.—**
- (3) **Commercial Grade:** All measurements to be
  - Minimum, 7-16 of an inch.
  - Maximum, 10-16 of an inch.
- (b) **Nursery Grade:** To be all trees under the minimum fixed for the Commercial Grade (i.e., 7-16 in. diameter.)
- (c) **Special Grade:** To be all trees above the Commercial Grade (i.e., 10-16 in. diameter).
- (4) **Apricots, Peaches, and Nectarines.** **Commercial Grade:** All trees to be well rooted, branched, and of fair shape. Diameter measurement (taken two inches above the union) to be not less than 8-16 of an inch, irrespective of age.
- (5) **Prices.**

On the motion of Messrs. Thos. Horton and E. W. Ivory, the following prices were agreed to:

#### COMMERCIAL GRADES

£45 per 1000.

£5 per 100.

18/- per dozen.

**Note.**—This has been the price for minimum grade in the past, and the same price as that agreed on with the Federation of Fruit-growers, except that the Commercial Grade eliminates the smaller trees formerly included.

#### NURSERY GRADE

£40 per 1000.

£4/10- per 100.

15/- per dozen.

**Note.**—This is a lighter grade of trees at a lower price than anything offered to the public in recent years, and is not recommended for general planting.

#### SPECIAL GRADE

These large sized trees to be at proportionately higher rates according to size as at present charged by the trade.

Knight Pearcy, Salem, Ore., says: "I recently ran across an eight-acre planting of filberts located in the hills in a prune and cherry section of Oregon. Two acres which are six or seven years old this year netted the grower \$125 per acre. The other 900 trees in the tract are two and three years old. A year ago the owner did not see much in filberts and offered the place a \$200 per acre. This year he has revised his opinion on the subject enough to add \$75 to the selling price, and doesn't care whether he sells it or not."

## MARKET DEVELOPMENT

### Activities of the Nurserymen's National Service Bureau

150 Nassau Street

FRED F. ROCKWELL Manager

NEW YORK CITY

Members of the Western Nurserymen's Association:

Gentlemen: My work for many years has kept me in close touch with people who PLANT things, the people who form the potential market for the things you grow to sell—and unless the signs and indications are all wrong, there is going to be a very great revival of interest in planting of all kinds. In fact, it is more than a revival. It is a tremendous increase; due to many causes. First: a natural revival of interest in planting, after the artificial restrictions of the war. Second, a result of the "grow your own food" and the "Eat more Fruit" publicity campaigns which the Government and other organizations have been pushing, publicity which could not have bought for tens of thousands of dollars. Third, and I think, most important of all, the fact that farmers, small town folks, and the better classes of labor living in suburbs, have had more money to spend, have come to buy things they never bought before, and will be ready to spend money to improve their homes outside as well as in, to make them more beautiful and more fruitful—if THEY ARE EDUCATED TO INVEST SOME OF THEIR INCREASED SPENDING POWER IN FRUITS AND FLOWERS AND ORNAMENTALS. They have been and are constantly being educated to buy better talking machines, better wall paper, more paint, better automobiles, better house furnishings, electric lighting plants instead of kerosene lamps, and a hundred and one other things which tend to raise their standard of living.

Why is it that the average farmer or suburban home owner will invest from \$25 to \$250 in concrete fence posts, or a new water system, or any of the things mentioned above BEFORE he ever thinks of setting out shade trees, or ornamentals, or enough fruit for his own needs? Because it is a better investment? No. I don't think any of you would dispute the fact that for the money involved, trees, shrubs, and fruits will add more to the value of a place than any of these things. Because it means more pleasure? No! The average man or woman has a born-in-the-blood hankerin' for "growing things" that is as powerful as it is universal. What then, is the reason that your products—trees and shrubs and flowers and fruits—command such a small share of the money that is spent, in proportion to their intrinsic merits?

The reason is simply that those who have the money to spend are constantly reminded, and re-minded of the merits of all these other articles; and urged, directly through advertising, and indirectly through publicity, to spend money for them. When you men, through co-operative effort, learn to present your goods to the possible buying public as attractively as other classes of goods are presented, and not until then, will the sale of the things you have to offer be what it should be.

But along the more business will have to be developed BETTER business—better business for you, and better business for the user of your products.

Let me take the last point first:—better business for the user of your products. It is not the practice of modern successful business-getting concerns to let the custom

er drop when they have succeeded in selling him an order. They stick by him until they have made sure of his success with their particular product, if it is humanly possible to make him succeed with it. Undoubtedly you are all familiar with the work of the Soil Improvement Committee of the fertilizer people; and the splendid educational bulletins of the cement manufacturers association; and the wide range of work to stimulate better farming carried on by the International Harvester Co., to mention only three out of a great many. Summed up in a word, all this expense and energy spells CUSTOMER'S SERVICE. I am not a nurseryman; but I do know the customer's side of the nursery business, and you can rest assured that the one thing more than all others which has kept logical users of nursery products from buying has been the needless failures of the people who have bought—but haven't been educated how to successful care for the things they did buy. And it is YOUR job to educate the customer. It's a hard job, I admit. But it can be done; it has been done in other lines. The point that most nurserymen haven't realized yet is that the customer will pay for it. Yes, he'll pay for it with a smile and ask for more—because he will be satisfied with the results from what he buys; whereas a failure makes a sorehead and a business-killer no matter how cheaply he may have brought his stuff.

And that brings us back to the first point: better business for NURSERYMEN. Now I realize that it's my job, as your representative, to educate the customer—"to create a bigger demand for nursery stock of all kinds" as the announced purpose of this campaign for Market Development states. But I want to say to you men right now that nobody can do that to any worth-while extent unless you growers of trees, shrubs, and plants learn to find some way of getting enough for your products to pay for the SERVICE you have got to sell with your plants. Unlimited blind, cut-throat competition is never going to get you anywhere. They used to have that kind of competition in the farm-implement industry, and in the fertilizer business, and in the cement industry. And let me tell you that in those days they didn't have any money to spend on educating the customer, and market development. I know there are some folks who say that the nurserymen are so doggone hungry for unlimited competition that they never will cut it out; that "you can't revolutionize the nursery business;" "that it always has been so, and always will," etc. Gentlemen: I hope they are wrong. If they are right—then anyone can have my job that wants it. I think you are wrong I knew an old Wise Guy who was one of the Original Contenders that the aeroplane could never be made to work;—last fall he broke his neck looking up when the first New York-Washington mail flew over his house! Friends, I know they are wrong, be cause in any industry as big and as absolutely essential as the nursery business, when conditions become sufficiently bad, there is bound to be a change—and they have become sufficiently bad. If you want to develop a bigger market of satisfied customers, let competition among yourselves be on the basis of quality and service, not

on cheap prices, and consequently cheap stock. You cannot afford to have dissatisfied customers even for pleasure of doing business below cost!

And now just a few words about some of the things the NURSERYMEN'S NATIONAL SERVICE BUREAU (in other words, the Subscriber's Organization for Market Development) has planned, and is going ahead with, just as fast as the funds come in.

First of all, it is getting the editors of the various garden and farm papers, and magazines, which reach the farmer and the amateur gardener, to take a bigger interest in and devote more space to, fruits and ornamentals—to help us make America more Fruitful and Beautiful. Considerable progress has already been made in this direction: The American Agriculturist will, for the first time, have a special nursery number in the last February issue, as a result of our suggestion and co-operation. The Field Illustrated, one of the highest class farm and stock papers of national circulation, is going to run a series of articles covering shade trees, fruits, shrubs, hardy perennials, etc., a new line of material for this magazine. Country Life in America, and the Garden Magazine have promised their active co-operation in every possible way; the latter is going to give us an America more Fruitful and Beautiful cover on one of the spring numbers, and is planning to have a special annual Nursery number (probably February) after this year; and increased emphasis on fruits and shrubs during this year. Other arrangements are under way. Publicity already achieved would be worth several hundred dollars but could not be bought at any price.

In this connection we are establishing a magazine service of good photos, and general information. I would be glad to receive prints of any suitable photos, especially by those showing attractive middle class homes, home orchards, etc. The Bureau can make good use of these right off now; send along anything you may have, with bill.

And next is a series of short articles to be supplied to some four hundred or more papers covering the ground as far west as the Rockies. These will be supplied to the best paper for the purpose we can find in each section, but only one in a section. Let me know at once of any paper in your section you would have to suggest. We will get in touch with them and try to arrange for the publication of the entire series. A little later we will publish in the trade papers a map showing the distribution of the papers using these articles.

Although our work is barely started, several requests for lectures have already come in. As much as possible will be attended to personally. In addition to covering all the ground that can be covered this way; we are arranging two illustrated lectures to be sent out to societies, clubs, etc. These, of course, will be rather general in nature; as funds permit, special subjects will be added to the list.

We want to get a list of all the speakers we can—at least one in every state—so we can supply lecture dates on short notice anywhere. If you can talk, send in your name. If you can't, send in someone's else. (And we may get yours from him!)

We haven't any advertising fund on hand at this writing, but we plan to do enough this spring to let at least the gardening public know of our existence, and our readiness

(Continued on page 44)

## AMERICAN GROWN LINING OUT STOCK

The cost of Importing will far exceed our price for home-grown stock. Furthermore, our plants will give you a better stand.

Write for complete list.

Ibota Privet, - - - 2-3 ft. heavy, \$30.00 M.  
Regels Privet, - - - 2-3 ft. heavy, 40.00 M.  
Ibota Privet, 2-3 ft., 5,000 lots or more, 30.00 M.

Also can supply carload lots of the following at right prices:  
Barberry Thunbergii, Cornus, Forsythia, Honeysuckles,  
Lilac, Philadelphus, Sumac, and Snowberry

ONARGA NURSERY COMPANY  
CULTRA BROS., Mgrs.  
ONARGA, ILLINOIS

## PEACH PITS

### Prices on application

J. Van Lindley Nursery Co.,  
POMONA, N. C.

Subscribers to Market Development Fund.

### Cherry Trees

We offer for sale our usual supply of first-class one year, two and three year

### CHERRIES

Can furnish some extra heavy trees for landscape work Both Mahaleb and Mazzard roots.

Send us a list of your wants

H. M. SIMPSON & SONS  
Vincennes, Indiana

## PEONIES FOR PROFIT

The demand is increasing for both plants and cut flowers. To get your share you must have the Peonies. Prepare now. Book your order and be assured of your supply.

SARCOXIE NURSERIES  
PEONY FIELDS  
WILD BROS. NURSERY CO.  
SARCOXIE, MO.

## 1918 Peach Pits

We have a surplus of 100 bushels North Carolina Naturals at \$3.00 per 50 pounds, securely sacked, f.o.b. here.

H. F. HILLENMEYER & SONS  
LEXINGTON, KY.

## SITUATION WANTED

By party who has had eighteen years' experience in the retail nursery business. Can handle a sales force, write sales and circular letters, bulletins and premium offers. Have assigned and supervised the work of an office force up to twenty people.

Want of reference.

A. V., P. O. Box 124, Rochester, N. Y.

## SOMETHING YOU NEED

A large stock  
In all sizes

CALIFORNIA PRIVET  
NORWAY SPRUCE  
CONCORD GRAPE  
SILVER MAPLE  
SUGAR MAPLE  
SYCAMORE  
RED BUD  
DOGWOOD  
CYPRESS  
LARCH  
ASH  
ELM  
IRIS

We have  
Well grown  
Priced right

SPIREA VAN HOUTTEI  
COMMON SNOWBALL  
COTONEASTER  
FORSYTHIAS  
BARBERRIES  
WEIGELIAS  
TAMARAX  
MAHONIAS  
SYRINGAS  
ARALIA  
SUMAC  
LILAC  
PEONIES

and our usual supply of similar stock found in a complete nursery.

H. F. HILLENMEYER & SONS  
LEXINGTON, KY.

"In the Land of the Blue Grass."

### E. P. BERNARDIN

## Parsons Wholesale Nurseries

Parsons, Kansas

ESTABLISHED 1870

Early Harvest & Kenoyer B. B. Fine room grown plants in quantity.

Peach and Jap Plums. For those wanting fine stock for retail trade.

Compass Cherry. Large supply of one year trees.

Shade Trees. Fine assortment, all sizes. Price right.

Fine Blocks. Ornamental Shrubs and Evergreens grown especially for Landscape work.

## CALL'S NURSERIES

PERRY, OHIO

We have the following stock in surplus:

5000 Berberis thunbergii	18-24 in.
2000 Hydrangea arborescens	18-24 in.
5000 " paniculata grandiflora	2-3 ft.
3000 " " "	3-4 ft.
1000 " " "	Trees 3-5 ft.
5000 Spirea Van Houttei	18-24 in.
5000 " " "	2-3 ft.
2000 " " "	3-4 ft.
1000 " " "	4-5 ft.

### AMERICAN ELM

2 in.-up. One of the best blocks in this country.

Many other items which will interest you. All of the above stock is as good as can be grown. Graded to the highest standard and will be priced right to any Nurseryman interested.

LEVAVASSEUR & FILS  
Usy and Orleans, France  
HEADQUARTERS FOR  
FRUIT & ORNAMENTAL STOCKS  
Sole American Agents:

AUGUST ROLKER & SONS  
51 Barclay Street, NEW YORK  
or P. O. Box 732

## Strawberries

Summer and Fall Bearing  
Headquarters for Strawberries and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Egg, Ice, Hothouse Crates, Baskets. Catalog free.

L. J. Farmer, Pulaski, N. Y.

LABELS FOR NURSERYMEN  
THE BENJAMIN CHASE CO.,  
DERRY, N. H.

### Market Development

#### Market development (Continued from page 42)

(Continued from page 45)  
to help them with their problems. Eventually, of course, advertising will be our chief medium for creating new business. If every nurseryman in the country would use five per cent of his advertising appropriation in a co-operative effort for Market Development,—well, it's useless to speculate, but keep that thought in mind.

And we have started work on the first bulletin or pamphlet for the Bureau to publish—to help make more business and better satisfied users of nursery stock. It will be printed as soon as funds allow.

be printed as soon as funds allow.

Still farther in the future—but not so far but what we have begun work on them—is a one reel "movie" for schools, churches, and garden clubs, showing just how to plant and care for the different kinds of nursery stock, trees, shrubs, plants,—when they are received from the nursery. Do you realize that even with the present list of subscribers, it would cost only some four dollars each to make that film? And that most schools and clubs are now equipped for showing movies? And how much better results the man, or woman, or boy, or girls without experience in planting would get from the stock you sell them after seeing just how the job of planting should be done. The sooner a few prints of that film can be started on the rounds the better! It's

up to you—especially you who haven't subscribed yet!

Many other plans we have afoot; I won't go into anything further now. There's no use getting the programme more than six laps ahead of the bank-roll! You can help a lot by being prompt in sending Mr. Welch your subscription when it's called for—which it will be soon. And, also, you can help both yourself and us by getting after the fellow who hasn't come in yet, and making him do his share.

This has been a longer letter than I started to write, but I wanted you to know what the Service Bureau is really planning to do, and what you can make it mean to your business.

With apologies to the Secretary, or whoever has had to read you this, and trusting that you will all find the coming spring a prosperous one, I am,

Yours for America more Fruitful  
and Beautiful.

## Propaganda Is Spreading

Under the caption "Fruit for Every Home" Secretary O. F. Whitney of the Kansas State Horticultural Society is sending out in every letter and otherwise broadcasting this excellent educational matter which admirably supplements what the nurserymen are doing.

# **MAY'S HARDY NORTHERN GROWN NURSERY STOCK**

**BACKED BY 40 YEARS EXPERIENCE**

The following is a partial list of surplus stocks that we consider of exceptional value. Look it over carefully. If there is anything that you want that is not there write for our surplus Price List.

Stock as ours, subject to the rigors of a Minnesota Winter, "Will grow anywhere."

Stock as ours, subject to the rigors of a Minnesota Winter, will grow anywhere.

L. L. MAY & CO., NURSERYMEN, ST. PAUL, MINN.

## Sale Promotion By Mail

### HOW TO SELL AND HOW TO ADVERTISE

Includes instructions on compiling a mailing list; follow-up letters; collections by mail; turning inquiries into sales; organizing and systematizing an advertising department; the promoting department, etc. Pages, 359.

Price, postpaid, \$2.15

American Fruits Publishing Co., Inc.  
39 State St., ROCHESTER, N. Y.

## Nut Trees

Wholesale and Retail

### Budded and Grafted Trees

Transplanted stocks. Pecans.  
English and Black Walnut,  
Shagbarks and Hybrids.  
Filberts. Etc.

J. F. JONES, The Nut Specialist

Box N. Lancaster, Pa.

Modern advertising has elevated the standard of business ethics. It conserves trade, extends business, creates good will; it protects and fosters legitimate enterprise.

## ORNAMENTAL TREES AND SHRUBS

"Bay State Quality"

Largest assortment in New England.  
Evergreen and deciduous trees.  
Sturdy, choice stock that can be depended upon.  
Send for Trade List.

THE BAY STATE NURSERIES

## HAVE SOLD OUT ON GRAPE VINES

Will have nothing to offer for next Spring's delivery; but I intend to be prepared to offer for the Fall of 1919 and Spring of 1920 one-year vines, which will be principally

Moore's Early and Concord

Fairfield Nurseries  
(CHAS. M. PETERS)  
SALISBURY, MD.

No person or firm interested in any way in the sale of trees or shrubs, flowers, land or fruit, or any trade supplies is in a position to dictate the policy of this publication. American Nurseryman is the only Nursery Trade Journal of which this can be said.

### French Seedlings and Ornamental Stocks

New prices are ready; consult with my Sole Agent, John Watson, Newark, New York, for prices and importing expenses.

Angers, F. DELAUNAY France

## How To Deal With HUMAN NATURE IN BUSINESS

By SHERWIN CODY

Author of "How to Do Business by Letter" "The Art of Writing and Speaking the English Language," Etc.

A Big, Practical Book on Doing Business by Correspondence, Advertising, and Salesmanship

Direction, Suggestion, Study and Example based on the Real Psychology of Business Effort. Considers with care National Characteristics. Service, Your Own Valuation of Yourself, Monopoly for Every Man, The Mind and How It Works, Advertising, The Imaginative Method and Its Uses, Principles of Appeal, Proportion and Emphasis, Analyzing a Business, Correspondence, Various Styles in Business Letter-Writing, System in Mail Order Correspondence, A Study of the Grocery Business, Collections by Mail, etc. Price, \$2.00 Net; by mail \$2.12.

American Fruits Publishing Company Inc.  
39 State Street, ROCHESTER, N. Y.

### AN ELOQUENT DEFIANCE

Every advertisement in this Trade Publication is an eloquent defiance to the enemies of a republic and the principles of democracy. It is a standing declaration of the power and determination of the business men of this country that the progress and prosperity of its people shall not be defeated.

## Clinch More and Bigger Sales

by developing your "selling personality." Here's the helpful, inspiring book to show you how. *Successful Selling*, by E. Leichter. It gives you the secrets of order-getting salesmanship; explains how to select the right approach, presentation and closing for each individual prospect. It will help you make of yourself a commanding salesman. Handy size for your pocket, cents postpaid.

American Fruits Pubg. Co., Rochester, N. Y.

## STANDARD PUBLICATIONS

### American Nurseryman (Monthly)

A National Trade Journal For Nursery Growers and Dealers.  
\$1.50 per year; Canada, abroad, \$2.00  
Advertising rate: \$1.40 per inch.  
Three years' subscription \$3.50  
Three years—Canada, abroad \$5.00

### Year Book—Directory (Biennial)

Of the Nurserymen of the United States and Canada.  
\$1.00 per copy, postpaid  
Advertising rate: \$2.00 per inch.

### American Nut Journal (Monthly)

Only National Publication Devoted to Nut Culture of All Kinds  
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## Modern Propagation of Tree Fruits

By B. S. BROWN, M. S., Prof. Horticulture, University of Maine

In the preparation of this book three important factors were kept in mind.

FIRST, only to include those practices of propagation which are in general use and which are accepted by the orchardist and the commercial nurseryman as being the most important.

SECOND, to furnish, in a condensed form, such information on propagation as will enable the general fruit-grower to follow out the practices. It is assumed that the average fruit-grower has a general knowledge of the various methods of propagation, hence the many confusing details are here omitted.

THIRD, an attempt is made to follow rather closely the methods employed by the larger commercial nurseries and to contrast these with the similar operations of the orchardists. The fruit-grower who buys his nursery stock desires to know something of the methods whereby it is produced. The student of Horticulture needs a general knowledge of nursery work and how to apply it to either commercial or home use.

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xi+174 pages, 5 by 7. 75 figures. Cloth, \$1.65

American Fruits Publishing Co., 39 State St., Rochester, N. Y.

### The Culture of Conifers

(Continued from page 36)

before sowing, it is possible to produce maximum results with a minimum quantity of seed, which is the secret of the successful culture of nearly all varieties of conifers by experienced propagators. Many varieties of conifer seeds require a short period of treatment to prepare them properly for planting, while some varieties require a slow careful treatment, covering a period of several months. Make frequent tests of the seed in the stratification bin; cut the seed lengthwise and examine carefully with a powerful glass. This will show you exactly what is taking place—if the germ is developing too rapidly, it may be necessary to remove some of the moisture from the mass, and lower the temperature. The object is to have the seed at just the right point for germinating at the proper time for sowing.

**The Time for Sowing Conifer Seeds**—For some varieties, the best results are obtained from sowing the seed in late autumn; others respond and give better germination when planted in the early spring. However, in spring planting the propagator must bear in mind the fact that the little seedlings should be well above the ground before the hot sun of summer is ready to beat down upon them.

**The Best Type of Soil for Soil Beds**—Every propagator has his own idea regarding the proper soil for the production of coniferous seedlings. However, a visit to the nurseries located throughout the United States and Europe, will show that coniferous seedlings are being successfully grown upon almost every type of soil, from a pure sand to a heavy clay. There is just one point to bear in mind, and that is the fact that the soil must have good bottom drainage. It has always appeared to me that the treatment of the soil to put it in a proper condition for sowing was of as much importance as the type of soil itself. I want to emphasize the fact that the physical condition of the soil is of as much importance as the chemical composition. In preparing the area which has been set apart as ground suitable for the production of coniferous seedlings, it is necessary to have land enough to take care of an annual planting every year for five years. Under this system, you will be in position to remove the seedlings, clean from the beds, at the end of the third year, thus leaving the area vacant for the application of fertilizer or the growth of a cover crop to have the soil in fine condition to receive the sec-

ond planting of seed beds. A soil may be rich with all of the necessary chemical elements but what the grower demands is that the soil can be readily worked. Therefore, I say that the physical condition of the soil is of as much importance as the chemical composition.

**Wind Breaks For Summer and Winter Protection**—Plant evergreen wind-breaks completely around the area selected for seed beds. Plant a single row of evergreens every 150 feet across the area, running parallel with the beds. These wind-breaks temper the cold drying winds of winter and assist in maintaining a more uniform temperature over the enclosed area in the summer. These wind-breaks should take the form of neat, well grown hedges, six to twelve feet high.

**Preparing the Soil**—To place the soil in the best possible condition for the planting and growing of conifer seedlings, one or more cover crops should be plowed into the soil. Cow-peas or Red Clover give very good results. The decayed vegetable matter keeps the soil from packing and furnishes plenty of food for the young seedlings.

It is a good plan, in fact it is very necessary, that the area set aside for planting of the seed bed, be given thorough cultivation for at least one—or better, two years, before the sowing of the seeds takes place. Soil handled in this manner will be practically free from weed seeds, and this is a point of real importance in the production of conifers from seed—it is impossible to produce sturdy young seedlings and a crop of weeds on the same area. It is also a great deal cheaper to remove the weeds with a harrow and a two horse team, a year or two in advance of planting, when you compare this cost with the expense of having the seed beds weeded clean by hand after the young seedlings have started to grow. Of course, there will be much hand-weeding necessary even when the soil has been given clean cultivation for the entire two years before planting. And right here, I might add, that it is mighty important in keeping the tender young seedlings free from weeds, that the work is begun just as soon as the little seedlings appear above the ground. Do not let the weeds get a start. Weeding, of course, is only a detail, but is an important detail, and I have come to the conclusion throughout my experience in producing conifers from seed, that it is only by giving the strictest attention to these seemingly unimportant details that we get the maximum results. It is seldom any one great calamity happens, it is usually a lack of attention to a number of small details that causes failure.

**The Size of the Seed Bed**—The seed beds in most of the nurseries throughout Europe are three and a half feet wide by sixty-five feet long. I have never been able to find out why this size was uniformly adopted by the growers of Europe. I infer, therefore, that the size of the seed bed is of minor importance. However, it is necessary that you have a standard size for all beds to facilitate the keeping of the necessary production records. I have therefore based my operations upon a standard bed four feet wide and one hundred seventy-six feet long.

The four foot width is made necessary from the fact that the standard lath used for making the rack shades comes in four foot lengths. The length of the bed was determined from the fact that part of the labor, which is the plowing over of all soil, is accomplished by horse power, which necessitates longer beds than would be necessary, if only man labor was used.

**Making the Seed Beds**—Three beds are made, end to end. If a bed of shorter dimensions were used, it would mean lost motion and loss in area. I will explain the exact manner in which the bed is prepared ready for the sowing of the seed. One straight, deep furrow is plowed across the entire area, necessary to make three beds each 176 feet long. The labor required is two teams for the plowing and 15 men for the raking, five men per bed. As soon as the furrow is plowed, the men rake the ground smooth and level. This raking takes place as fast as each single furrow is plowed. I find that it is much more satisfactory to rake each individual furrow, as it is plowed, than to wait until the whole four foot area has been plowed over and then attempt to rake it down smooth and level. After the beds have been raked and re-raked until each small lump of earth has been broken and leveled, the surface should be as level as a table top and free from lumps of unbroken soil.

**Sowing the Seed**—After first ascertaining the correct germination percentage of the seed to be sown, it will be necessary to decide how thick to sow it, reckoned on the basis of so many seeds to the square foot depending on the nature of the variety, and the length of time they are to be left in the seed beds. For instance, take some of the Piceas, with a maturity date of three years, and assuming they will reach an average height at that time of six to eight inches, one square foot of ground will accommodate about one hundred plants, and seed should be planted accordingly, or the seedlings thinned to that number while small.

The seed is sown by two men, one on each side of the bed; each sower covers one half of the bed. After the seed has been sown, it is rolled into the soil, firmly with a wooden roller. This insures every seed coming into direct contact with the soil. The seed is now ready to be covered. The usual rule in planting conifer seed is to put the covering on twice the diameter of the seed. This operation we used to do by hand, using clear

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sand, the men taking it from pails and putting it on the beds. We now make use of a specially constructed machine, which is drawn from one end of the bed to the other, by horses, sprinkling the sand over evenly, covering the seed the desired thickness.

In Europe, the surface of the seed bed is left rounded—I have found that the germination is greatly retarded along the edges of the bed when the surface is left rounded, therefore I use only the flat surface, due to the fact that the lath shades which are used for covering, fit more closely and evenly over the surface when it is flat.

**Shade for the Seedlings.**—After the seeds are sown, rolled, and the bed covered with sand, the lath shades are placed over the beds. These lath shades are four feet square—the lath are nailed to a two inch cleat, leaving space enough between each lath to allow another lath to be laid between, without nailing—thus when the rack is lying flat on the ground, with the loose lath filling the opening, it covers completely with a little wooden roof, the newly planted seeds.

It is important and necessary that these racks be placed over the seeds as soon as planted. It is a strange fact, but nevertheless true, that germination takes place more rapidly and more evenly in total darkness beneath the rack, than the same seed planted under the same condition and allowed full light of the sun. This lath covering also acts as a roof to keep the pelting rains from disturbing the surface of the newly made beds. If all goes well, the seed of most conifers will start to germinate in the spring, in from one to three weeks. The little seedlings push through the soil, growing up toward the light. The lath shade is now raised to the height of one inch above

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the surface of the ground. It is left in this manner until all of the seedlings have grown high enough for their tops to touch the lath. The lath shades are then raised to a height of ten inches, and placed on pegs driven into the ground. Most varieties of conifers now demand a little more sunlight. It is therefore necessary to go over the beds and remove the unnailed lath. The seedlings are now protected from the sun and driving rain, by a four foot rack shade, with the lath nailed one and a half inches apart. This gives the seedlings what is known as a shifting shade—the shade moves as the sun travels across the sky.

To some perhaps, these details are rather uninteresting, but to the grower of young seedlings, who strives for maximum results, each and every one of these operations must be given careful consideration.

**Watering**—The watering of the young evergreen seedlings is an essential operation, and any one considering the culture of conifers on a commercial basis, must first arrange for plenty of water available to all parts of the seed area. The water is not used as a means to force added growth to the seedlings—it is an insurance against prolonged and severe drought at a time when the seeds are germinating. Some seasons not a drop of water will be required, the rains coming at just the right time to give the necessary moisture to induce the maximum germination. The next year's conditions may be just the reverse, and after the seed is planted and the time for germinating at hand, the weather is dry and the seed will germinate poorly if not supplied with moisture at this time. Therefore, it is necessary that the water be available when it is needed, otherwise the seed beds will show an uneven appearance.

**Thinning the Seed-Beds**—The plan followed is to plant the seed thick enough to be assured of a heavy stand—the theory is that if the young seedlings come too thick they must be thinned to the desired quantity upon a given area. However, if they do not come thick enough, the growth is seldom good, due to the fact that the ground is not shaded by the young seedlings and their growth is retarded. Therefore, be generous with your seed at planting time, knowing that if they are too thick they can be thinned, but if the stand is poor it never grows better. In fact, the little trees seem to disappear and at the end of the second year most of them have succumbed to the elements. It may be necessary throughout the long hot dry summer to water the bed; if watering is necessary, it should be done in a thorough manner, soak the ground so that the water reaches down to the roots of the seedlings. It is best applied in the late afternoon or evening, in fact we usually water the seed beds during the night. This prevents the sun from burning the little seedlings when the foliage is wet.

(To be continued)

Mr. Hoover, the U. S. Food Administrator, is quoted as saying that fruit is even more essential than potatoes as an article of diet.

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## Activities of Horticultural Societies

According to previous announcement and pursuant to the action of the executive committees of each organization, the Western New York Horticultural Society, after an existence of 64 years, and the New York State Fruit Growers Association, after an existence of 18 years, were merged at a joint meeting in Rochester, N. Y., on January 15th-17th into the New York State Horticultural Society.

It is no longer necessary to emphasize the intimate relation between the interests of nurserymen and fruit growers. Wartime brought home forcibly to nurserymen who specialize in ornamental stock the fact that the fruit tree and fruit plant end of the industry is a highly important one. At a meeting of prominent growers and handlers of ornamental nursery stock last year formal action was voluntarily taken, promising aid in every practical way to growers of fruit.

Nurserymen may well note the objects set forth as especially aimed at by the New York State Society, to the end that they may thereby be the better enabled to co-operate with fruit growers. These objects are:

The object of this society shall be to encourage the co-operation of the horticulturists of the state of New York for the protection and advancement of their common interests.

1st. By securing and disseminating such scientific and practical information as shall promote the general advancement of their interests in this state and as shall tend to improve the quality and quantity of their products.

2nd. By securing such legislation as may be advantageous and preventing that which may be detrimental.

3rd. By securing such improved facilities in transportation as shall tend to give more expeditious and economical distribution to their products.

4th. By endeavoring to secure a better and more uniform system of packing and package.

5th. By advising such systems of marketing their products as shall open up and develop markets and give to the grower a fair and remunerative return.

6th. And endeavor to obtain such improved systems of crop reporting as shall furnish accurate information concerning production; thereby enabling all to know the exact situation.

7th. By co-operative purchase of such supplies as are needed by the members.

A fruit grower asks: "What makes dry, pithy spots in Snow apples?" If a nurseryman lists Snow apple trees for sale, ought he not to endeavor to supply an answer to this question and suggest a preventive if there is one?

The by-laws provide for an annual meeting in Rochester, N. Y., in the second week of January, one meeting a year in the eastern part of the state and such other meetings as the officers may determine upon. The nature of the work is indicated by the fact that there are committees on legislation, transportation, fruit statistics and marketing, nomenclature, entomology, plant diseases, new plants and fruits, small fruits, flowers and bedding plants, ornamental trees and shrubs—all subjects upon which committees of a nurserymen's organization might well work.

Yet not long ago some nurserymen wondered why the *American Nurseryman* paid so much attention to fruit interests!

New York state has long been known as the Garden of Eden for fruit growing. Here are produced in vast quantities peaches, apples, pears, quinces and the various small fruits such as the grape, raspberry, strawberry, blackberry, currant and gooseberry.

At times the capacity of leading railroad lines is taxed to the utmost to provide transportation for fruits grown in Western New York, and the same can be said of other sections of the state, particularly of the Hudson River district.

As might be expected, the display of fruit at these annual meetings has been remarkable, but this year all records seem to have been broken. A well-informed man said he was had not seen such an exhibition from one state as was made at this meeting and the fruit is of the highest quality and most brilliantly colored, giving evidence of skillful culture and spraying.

The joint meeting of these two societies and their merger is regarded as a historic event by the fruit growers of the state. It means the passing of the Western New York Horticultural Society, which for sixty-four years maintained a position second to none in connection with horticulture in the

**Boys' and Girls' Fruit Clubs**—At the recent conference of nurserymen, college men, manufacturers, growers and editors in Des Moines, Iowa, a movement was organized to promote Boys' and Girls' Fruit Clubs.

A very far reaching promotional work can thus be carried on. An experimental start has already been made by club leaders here and there. Boys have been made responsible for ten mature apple trees, the work being done under the club leader's direction. Good profits have been made by the boys. Parents have taken a great interest in the work—far more than if the leaders were trying to work directly with the adult folks.

Demonstration of this kind in farm orchards is the most effective kind of propaganda to develop new interest in fruit growing. These juvenile fruit club members taking over neglected trees will make money and money talks. So do fine, big unblemished apples. Encouragement will be given to the planting of orchard and berry plots on all farms.

To carry out the organization plans an executive committee was appointed with E. N. Hopkins of Des Moines, chairman. The nursery representatives are P. C. Stark of Louisiana, Mo., and Earl D. Needham of Des Moines.

This committee will at once lay out plans for organizing fruit clubs in Iowa and thereafter widening the sphere of the movement to include the entire country. Active organization of the clubs is expected to be perfected early enough in the spring to permit of work by the clubs during the spring and summer.

The Illinois Horticultural Society this year celebrated the sixty-third year of its existence by holding with its regular annual meet an apple show. The result has been that the State growers have held on two floors of the Hotel Morrison, one of the most palatial stopping places in Chicago, one of the finest exhibits of the apple family ever seen in the Middle West. With little more than half a crop to draw from they came to the show with some of the most beautifully colored fruit ever produced on Illinois soil. In the matter of uniform size, freedom from blemish and flavor, the fruit, in the opinion of experienced fruit growers and the judges, was the equal of that picked from famed fancy orchards which have been given a nation-wide publicity at a cost of thousands of dollars. The exhibit was judged by Prof. W. H. Alderman of the University of West Virginia.

At a recent meeting of the county horticultural commissioners of California there was adopted a uniform blank. The former is simple and efficient. That nursery inspection is not without virtue is conceded, but a tag so certifying is no proof that the trees have not become infested or infected prior to shipment; but trees in shipment bearing the newly adopted tag will have been inspected and passed for shipment either collectively or individually.

(Specimen tag)  
**PASSED FOR SHIPMENT.**—(Face.) O. K. County Horticultural Commissioner.  
 By ..... Inspector  
 Date .....  
**PASSED FOR SHIPMENT.** (Reverse.)  
 Plants were infested with .....  
 Treatment .....  
 Date .....

**Big Export Apple Order**—The largest apple order ever placed in the Pacific Northwest is now in the hands of H. F. Davidson, of the Hood River, Oregon, Fruit Company. The order comes from their representative in England, and calls for \$1,000,000 worth of apples of all varieties and grades.

Approximately 10,000 voluntary apple reporters and 4,000 peach reporters are included in the special lists of correspondents reporting in the fruit crop service of the Bureau of Crop Estimates, United States Department of Agriculture. The total crops included in this work had a value in 1917 of \$274,143,000.

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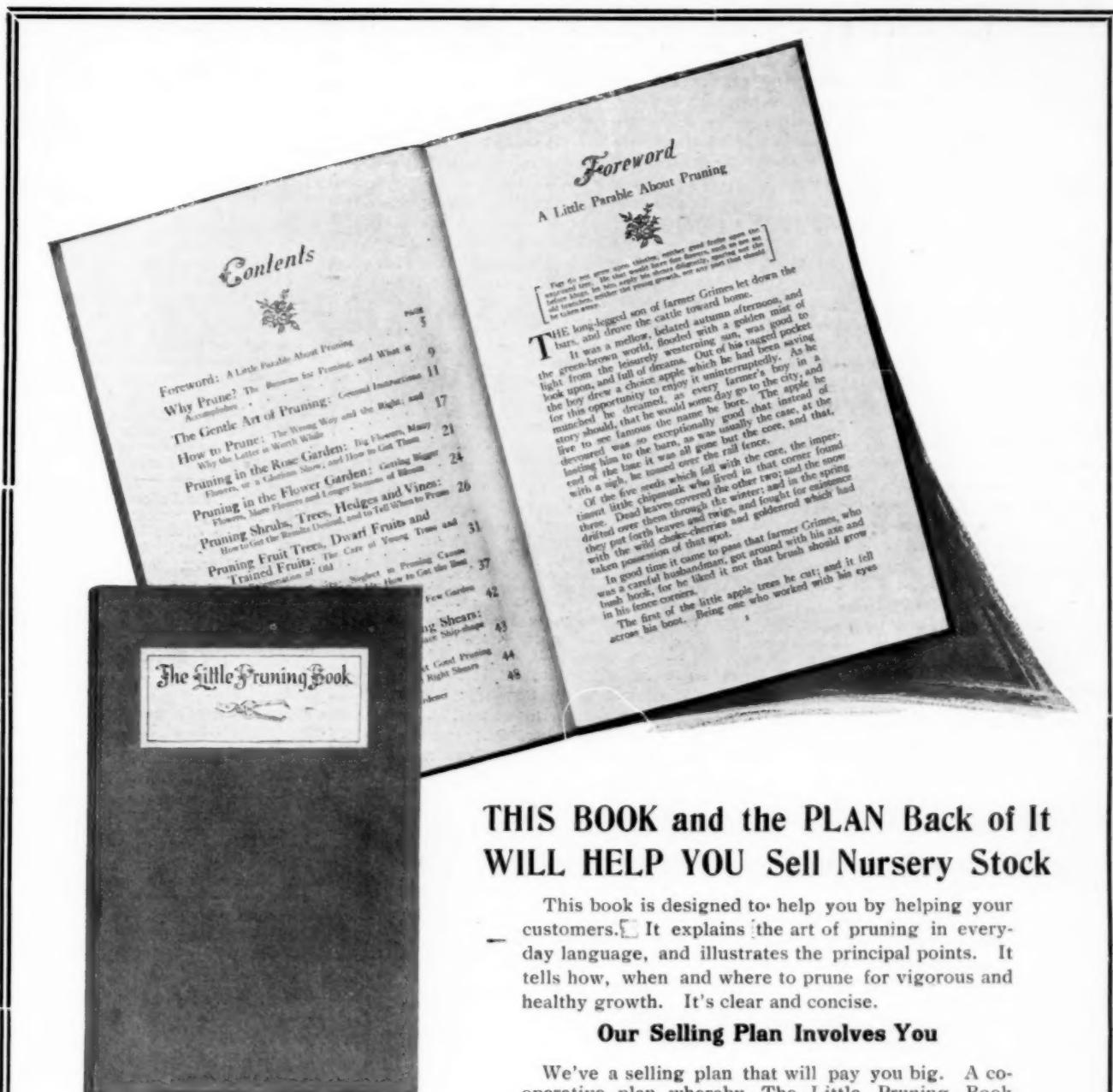
Prof. U. P. HEDRICK, President  
New York State Horticultural Society

entire country. It means also the passing, in name, of the New York State Fruit Growers' Association which had an existence for eighteen years, during which period it conducted an aggressive and successful advocacy of the fruit growing interests of New York.

Officers of the new society were elected as follows: President, U. P. Hedrick, Geneva; vice-presidents, Harley Wellman, Kendall; Fred W. Cornwell, Pultneyville; T. C. Cross, La Grangeville; Harry L. Brown, Waterport; secretary-treasurer, E. C. Gillett, Penn Yan; treasurer of the permanent fund and trustee of the special fund, B. G. Bennett, Rochester; executive committee, B. D. Van Buren, Niverville; George W. Dunn, Webster; C. K. Scoon, Geneva; W. P. Ten Broeck, Hudson, and George Stahler, Lockport.

Resolutions expressing appreciation of Secretary John Hall's long and earnest service were adopted.

**Illinois Nurserymen's Association**—Illinois Nurserymen's Association will convene at the Hotel La Salle, Chicago, February 5-6. A programme has been prepared and this promises to be a better convention than that of last year, which in the opinion of all who attended was an exceptionally interesting and profitable meeting.



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# PEXTO

## PRUNING SHEARS

## Interesting Situation On the Import Question

The situation resulting from the action of the Federal Horticultural Board, excluding most of the commercial plant importations after June 1st, is interesting. Opinion in the trade is sharply divided. Those who have long depended upon European growers for young stock and for a considerable quantity of the finished product, at prices with which it has not been practicable to compete under American conditions, are calling persistently for a modification of the ruling or a postponement of its operation.

On the ground that sufficient time has not been given to American nurserymen of all classes to adapt themselves to the effects of the regulation, there is ample opportunity for argument, and we presume it is on that ground that representative nurserymen are expressing their opposition. But on the ground that thousands of trees and plants in Holland will be lost to the Holland growers if importations are shut out after June 1st, (as declared by P. M. Koster, Boskoop, Holland), there is no reasonable business argument. Why should the Federal authorities consider extending the risk to American gardens, orchards, parks and forests from foreign insects and diseases simply to help out a situation in Holland affecting some growers of nursery stock there? As to the attempt to play upon the sympathy of the American people for Belgian distress due to the war, as an importer and Henry A. Dreer and others have done in a published statement, shall we set fire to our houses to amuse the children, in the hope that the flames may not get beyond our control when we think the game has gone far enough? The action of "the five members of the Horticultural Board," so slightly spoken of in published statements by the opposition was taken for the protection of American agriculture and horticulture. What has that to do with starving, suffering Belgium? One proposition has to do with protection against a pest—as we would act against the plague. The other proposition is one of charity. Surely avenues for the relief of "starving, suffering Belgium" are not confined to the single one of undertaking to purchase her nursery and florist stock regardless of results!

We cannot believe that it was upon these latter grounds that the members of the New England and the Pennsylvania Nurserymen's Associations passed the resolutions referred to below:

### C. R. Burr, President

The annual convention of the New England Nurserymen's Association closed on January 29th with the passage of a resolution protesting against the recent ruling of the federal horticultural board at Washington which prohibits after June 1, 1919, the importation of practically all plants and bulbs in which the nursery trade is interested. The nurserymen claimed that this measure is manifestly unfair to the business. They declared that they had not been responsible for infesting this country with insects which destroy foliage.

William C. Colton, city forester of Newton, recommended that cities and towns should be called upon for appropriating money and thus enable citizens to plant trees dedicated to individual men or companies.

Officers were elected as follows: C. R. Burr of Manchester, Ct., president; Charles Adams of Springfield, vice-president; R. M. Wyman of Framingham, secretary; V. A. Vanicek of Newport, R. I., treasurer; executive committee, A. E. Robinson of Lexington,

E. F. Coe of New Haven, Ct., and C. E. Dow of Bar Harbor, Me.

### Robert Pyle, President

The principal item of interest outside of the state, at the annual meeting of the Pennsylvania Nurserymen's Association last month was the passage of the following resolution, copies of which have been sent to the congressmen and senators from Pennsylvania and to the trade bodies generally:

**RESOLVED**, That the Pennsylvania Nurserymen's Association at its annual meeting held in the Adelphia Hotel, Philadelphia, January 15th, 1919; at which are represented nursery interests of several million dollars and large employers of labor; go on record as unanimously opposed to the Ruling of the Federal Horticultural Board—excluding nursery stock for importation. Any articles thus restricted will be lost to American home grounds and to our public parks, as efforts to produce them in this country has thus far been unsuccessful.

**THEREFORE**, Inasmuch as the necessity of this drastic action has not been proven and entomological resources for the preservation of our horticulture not yet exhausted, we respectfully request your assistance in an effort to have this action rescinded that the nursery industry of America upon which the perpetuation of our horticulture rests may have access to the necessary raw materials available throughout the world.

The officers elected for the ensuing year are as follows: President, Robert Pyle, of the Conard and Jones Company, Kennett Square, West Grove, Pa.; vice-president, Albert F. Meehan, Dresher, Pa.; treasurer, Thomas A. Rakestraw, Kennett Square, Pa.; secretary, Henry T. Moon, Morrisville, Pa.

Great Britain is taking steps to attain independence of the Continent in the production of nursery and florist stock of the kind heretofore imported; and it would seem the part of wisdom for American nurserymen to take similar steps, regardless of the result of the present opposition to enforcement of the regulation as announced.

It may be that nurserymen are not able to protect their specialties in the way that a patent protects, but that trade mark which is persistently used by the Storrs & Harrison Company, Painesville, O., (see front cover of this issue) seems to us an excellent idea. It's an effective advertisement in itself and it suggests stability, reliability and quality—especially as it bears the legend: "Established 1854."

The two full page advertisements of young evergreens in this issue of the *American Nurseryman*—those of the D. Hill Nursery Company and the American Forestry Company—stand out in bold defiance of the statement which was shouted last month: "It can't be done. America must depend upon Europe for these and other things." Why, thirty and forty years ago the Parsons Nurseries at Flushing, New York, were supplying the growers of Europe with choice hardy varieties of conifers and rhododendrons which are today, in many cases, the sorts grown in Europe for export to America!

### WE CAN PRINT

your Price Lists, Catalogues and other Commercial Publicity Matter. Let us submit an estimate.

Western New York Publishing Co.,  
THE HORTICULTURAL PRESS  
39 State St., ROCHESTER, N. Y.

## Trade Bulletins

Imports of nursery stock during October 1918 amounted in value to \$973,408 as against \$1,497,213 in October 1917. For the ten months ended last October imports were valued at \$1,734,953; for the corresponding period in 1917, \$2,630,683; in 1916, \$3,578,635.

The trade will learn with regret that Mrs. Lawrence J. Farmer, wife of L. J. Farmer, Pulaski, N. Y., died January 14th. She leaves besides her husband, one son, James, who has been in the U. S. Medical Service, and two daughters, Helen and Mattie.

E. Elkton, formerly of Huntsville, Ala., and more recently of Rhinelander, Wis., has become the proprietor of the Rhinelander Nurseries, taking over the entire plant. His announcement is as grower of choice hardy nursery stock for the Northeast.

Complying with the Federal Government's request for a ten percent reduction in the use of paper the Storrs & Harrison Co., Painesville, O., has restricted its new retail catalogue to 176 pages the cover of which is very attractive. The catalogue is still an up-to-date cyclopedia of horticulture in miniature.

Nursery imports in September 1918 amounted in value to \$9,495 as against \$279,718 in September 1917. For the first nine months of this year the valuation of imports of nursery stock was \$761,545; in the corresponding period of 1917, \$1,133,470; in 1916, \$2,371,244.

President J. R. Mayhew of the American Association of Nurserymen was confined to his bed with influenza during the greater part of last month and was unable to attend the annual meeting of the Western Association of Nurserymen at which he was to have made an address.

An effective publicity plan is that of Swain Nelson & Sons Co., Chicago, Ill., in inclosing with letters sent out a neat single folder bearing on one side an impressive arrangement of landscaping at a residence entrance and on the other side the following:

### THE KEYNOTE OF THE HOME

The visitor we welcome to our home may be charmed or chilled at his introduction to our domain. It is essential to take the greatest care in planning and planting the entrance. However fine the architecture, the warmth of life must be supplied by horticulture. You cannot afford anything less than the finest stock and the most skilled designing in this so significant portion of the home grounds. No small degree of technical skill is required to express artistically your ideal. Note in the illustration on the reverse hereof how accent is applied to architectural detail and undesired views are blotted out. You can depend upon us for a competent and sympathetic study of your problems and the most reliable execution of the plan you approve.

The attention of the program committee of the American Association of Nurserymen is directed to the announcement in another column on the subject of boys' and girls' fruit clubs. While we are working for extension of the use of nursery stock, here is something which should be encouraged.

**Tennessee Fruit Growers**—The Tennessee State Horticultural Society met January 28-31 at the Hotel Hermitage, Nashville. An attractive program was arranged and there was a large attendance of fruit growers from all over the state.



# WANTED

NURSERYMEN TO DRAW ON  
US FOR THE FOLLOWING

Peach, Apricot, Apple, Pear,  
Plum, Cherry, Pecans, Roses

and Other Ornamentals

## HEIKES - HUNTSVILLE - TREES

All our own growing. In good assortment. Prices right.

### HUNTSVILLE WHOLESALE NURSERIES

HUNTSVILLE, ALA.

# Vincennes Nurseries

W. C. REED, Prop. VINCENNES, IND.

We are pleased to offer for Spring  
CHERRY 2 YEAR X X 1 inch up, also 3-4, 5-8 and lighter  
grades

CHERRY, One Year 11-16 up, 5-8 and 1-2 to 5-8

Our Blocks of Cherry are largest to be found in U. S.

We bud annually 500,000 Cherry, they are making splendid  
growth

Peach, One Year, all grades, leading Varieties

Plum, Japan and European, 1 and 2 year

APPLE, 2 Year, a few cars for late fall shipment

Grafted Hardy Northern Pecans

Car Lots a specialty. Also fair assortment of Ornamentals

# American Nurseryman Monthly Guide For Purchasers

Rate for Announcements in this Department: 25 cents per line; minimum charge \$1.00 per issue.

### GENERAL NURSERY STOCK

#### ALABAMA

HUNTSVILLE WHOLESALE NURSERIES, HUNTSVILLE—Apples, pears, plums, peaches, cherries, roses, pecans and magnolia grandiflora. Send for price list.

#### INDIANA

C. M. HOBBS & SONS, BRIDGEPORT, IND.—General line of fruit and ornamental nursery stock. Can furnish ornamental trees in almost any size wanted.

H. M. SIMPSON & SONS, VINCENNES—Cherry Tree Specialists.

#### ILLINOIS

ONARGA NURSERY COMPANY, ONARGA—Lining out stock, Barberry, Forsythia, Philadelphus, etc.; Iboia Privet.

THE D. HILL NURSERY CO., DUNDEE—Evergreen Specialists. Young Stock for Lining Out.

L. F. DINTELMANN, BELLEVILLE—Fruit and Shade Trees, Evergreens, Shrubs, Hedge Plants. Peony roots, Gladiolus bulbs, both home-grown and imported. Simplex tree baler, \$20.

#### IOWA

SHENANDOAH NURSERIES, SHENANDOAH—General line of high grade nursery stock.

#### KANSAS

E. P. BERNARDIN, PARSONS—General line of fruit and ornamental nursery stock.

#### KENTUCKY

WILLADEAN NURSERIES, SPARTA—Lowest prices on ornamental trees, shrubs and tree seedlings. Catalpa Speciosa or Black Locust Seedlings in any quantity.

H. F. HILLEMEYER & SONS, LEXINGTON—Ornamental Trees and Shrubs; Fruits Stock.

### The Art of Landscape Architecture

By SAMUEL PARSONS

Fellow of the American Society of Landscape Architects; author of "Landscape Gardening," etc.

An octavo volume of 317 pages with 57 illustrations, setting forth the underlying principles of landscape gardening. The chapters consider lawns, plantations, roads, paths, grading, rocks, water, islands, location of buildings, laying out of grounds, scope and extent of estates, maintenance, gardens and parks.

Price \$3.80

American Fruits Publishing Co.  
Rochester, N. Y.

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On Easy Terms. Prospectus Free  
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A recent subscriber to our Credit and Information List says:

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For full particulars write

NATIONAL FLORISTS' BOARD OF TRADE  
88 Pine St., New York City

MASSACHUSETTS  
BAY STATE NURSERIES, NORTH ABINGTON—Assortment of Trees, Shrubs, Vines, Roses, Herbaceous Perennials, etc.

#### MICHIGAN

I. E. ILGENFRITZ'S SON CO., MONROE—Growers and dealers. Standard fruit trees, dwarf fruit trees, small fruits, ornamentals, shade trees. Employ agents, issue catalogues.

#### MISSOURI

WILD BROTHERS NURSERY CO., SARASOTA—Pennant brand Peonies and other Ornamental Stock.

#### NEW YORK

JACKSON & PERKINS COMPANY, NEW YORK—Ornamentals, roses, trees, tree hydrangeas, perennials, etc. Agents for foreign houses selling French fruit tree seedlings, Belgian Azaleas, exotic plants, etc. WHOLESALE ONLY.

W. & T. SMITH CO., GENEVA—Highest grade stock of Fruit and Ornamental trees, Shrubs, Roses, Evergreens, Vines, etc. Catalogs. LOWEST PRICES CONSISTENT WITH QUALITY.

JOHN WATSON, NEWARK—Ornamentals: Apple Seed; Kansas Apple Seedlings; Fruit Tree Seedlings, Manetti Rose Stocks from prominent French grower.

#### NEW JERSEY

PRINCETON NURSERIES, PRINCETON, N. J.—High Grade ornamental nursery stock. European importations.

#### OHIO

STORRS & HARRISON CO., PAINESVILLE—Growers of everything that makes a complete nursery. Issue catalogues and price lists. Wholesale and retail. Specialists in whatever we propagate.

FARMERS NURSERY COMPANY, TROY—Evergreens and a general line of Ornamentals and Fruit Trees.

### A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

W. B. COLE, PAINESVILLE—Evergreens a Specialty. A choice lot frequently transplanted.

OREGON  
PORTLAND WHOLESALE NURSERY CO., PORTLAND—General line of Fruit and Ornamental Nursery Stock; Nursery Supplies.

VIRGINIA  
W. T. HOOD, RICHMOND—California price. General line of high grade nursery stock.

### SEEDLINGS, ETC.

#### KANSAS

J. H. SKINNER & CO., TOPEKA—Fruit and ornamental trees and shrubs. Apple and pear seedlings. Forest tree seedlings.

### CHERRIES, ETC.

#### INDIANA

W. C. REED, VINCENNES—Cherry trees, one and two year. General line of other stock.

H. M. SIMPSON & SONS, VINCENNES—Cherry trees a specialty; one and two years old.

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CHARLES M. PETERS, SALISBURY—Grape Vines of highest grade; in great variety.

#### OHIO

W. N. SCARFF, NEW CARLISLE—Everything in small fruit plants. Ask for price list. Large stock and great variety.

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"Back up the Market Development Fund. It will mean dollars to you, and no nurseryman can afford to stay out of it."—Jackson & Perkins Co., Newark, N. Y.

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**Old Dominion Nurseries**  
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**Surplus for Spring 1919**

Apple, 2 year, fine Ben Davis, Black Ben Davis, Gano, Delicious, Lowry, Rome Beauty. Shade trees Extra Fine; straight bodies and extra rooted; one to two and one-half inches. Norway, Silver and Sugar Maple, Pin and Red Oak. Evergreens—Norway and Hemlock Spruce. Deodar Cedars, Irish Junipers, California Privet, 2, 3, and 4 year. Sugar Maple Seedlings, six inches to ten feet.

*Write us for prices.*

**Special for Spring 1919**

*Cornus Elegantissima*, 2-3 and 3-4 ft. Also *Shrubs and Herbaceous Plants* in good assortment.

**T. R. NORMAN, Painesville, Ohio**

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